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ON GUARD

NAVAL MILITIAMAN PROTECTING BROOKLYN BRIDGE, DESTRUCTION OF WHICH WOULD BLOCK THE NAVY YARD

What St. Louis thinks of The NEW EDISON

ST. LOUIS REPUBLIC

PROBLEM OF MUSIC IN HOME SETTLED BY DIAMOND DISC

Edison Machine 'Re-Creates' Voice
Beside It at Victoria Theater Concert.

BY HOMER MOORE.

When Mark Silverstone announces an Edison Diamond Disc concert in the Victoria Theater it is a foregone conclusion that the "Standing Room Only" sign will be displayed. From orchestra pit to roof the multitude filled every nook and corner, and the enthusiasm was commensurate with the attendance. It is a wonderful thing—even in this age of scientific wonders—to see and hear an instrument "recreating"—as Mr. Silverstone calls it—a human voice that is right there beside it, now singing with it and now listening to it, thrilled by the consciousness of a second personality—almost a dual personality. The problem "to hear ourselves as others hear us" has been solved even if we can't as yet "see ourselves as others see us."

The vocal soloist last evening was the beautiful Anna Case of the Metropolitan Opera Company of New York. Her voice was richer than ever before. Her style has broadened and matured and become more musically. There is a heart in it that goes to the heart and self-poise and sensitiveness that prophesies a brilliant musical future for this young artist. Miss Case sang the well-known air from Charpentier's

"Louise," "A Song of India," by Rimsky-Korsakow, and a number of folk songs, "The Old Folks at Home" being among the number.

Arthur Walsh, the violinist, played the Schubert "Ave Maria" with the Diamond Disc, and also the famous "Meditation" from "Thais," by Massenet. Besides these selections, he accompanied Miss Case, voice, violin and the "Recreator" blending into one beautiful tonal picture.

The voice of Thomas Chalmers displayed the merits of that good old tune, "Answers," by Alfred G. Robyn, who used to so completely belong to St. Louis that St. Louis nearly, if not quite, belonged to him.

Mr. Silverstone is, by these concerts, contributing very largely to the advancement of musical taste and interest in this city. Doubtless many went to the performance last night out of curiosity, but that element soon gave place to genuine enjoyment of the program. The problem of music in the home is solved when the singing of the greatest artists is made possible by an instrument that does not betray itself in the very presence of the artist herself.

ST. LOUIS POST-DISPATCH

2500 Endeavor to Distinguish Natural Voice From Phonograph.

A musical event of unique interest was that at the Victoria Theater Saturday evening, when Miss Anna Case, the young prima donna of the Metropolitan Opera Company, appeared before 2500 music lovers in a tone test

of Thomas A. Edison's wonderful phonographic invention.

After an opening address by Mr. Mark Silverstone, who arranged the test, Miss Case stood beside the new Edison phonograph and sang several numbers with the instrument, records of which had previously been made from her voice.

So perfectly did the instrument blend with her voice that the audience could not distinguish except by her lips when Miss Case ceased singing. During rendition of the Song of India, the house was darkened and until the lights were turned on no one knew Miss Case had left the stage.

Besides a rare musical treat, the test convinced many skeptics of the triumph of Mr. Edison's genius in re-creating the human voice in all its naturalness.

THE ST. LOUIS STAR

SILVERSTONE TONE TEST SHOWS EDISON SUCCESS

Again Mark Silverstone's tone test has come and gone and thousands of St. Louis music lovers have voted him their thanks, for indeed he has done much for the uplift of music.

That Thomas A. Edison successfully accomplished the marvelous task of recreating the natural tone of the human voice in the production of phonographic records was the verdict last night of 2500 music lovers who gathered at the Victoria Theater to witness this demonstration of the triumph of inventive genius. Of the numerous persons who attended the demonstration skeptical of the claims made for the records, all came away convinced that it had proved equal to the severe test.

Miss Anna Case, the young prima donna of the Metropolitan Opera Company, was chosen for the test. Edison considers her soprano voice one of the finest of the many great voices he now re-creates. She stood beside the new Edison as it began to play. She sang a few bars, and the instrument blended perfectly with her silvery voice. She ceased, and the instrument continued the air with the same beautiful tonal quality as when the star accompanied it. None in the audience was able to distinguish when Miss Case ceased singing, except by observing that her lips did not move. The unison between the tones of her voice and the reproduction on the instrument was so remarkable that trained ears could not detect the slightest difference.

Arthur Walsh, violinist, played Schubert's "Ave Maria" with the diamond disc and also the famous "Meditation" from "Thais," by Massenet. He also accompanied Miss Case, voice, violin and the "recreator" blending into one beautiful tone.

Silverstone has given these tone tests for several years and with each performance hundreds of the skeptical listeners go away convinced that the new Edison does recreate and that one can now have the greatest artists in their home. Records played by an instrument that does not betray itself in the presence of the artists.

Daily Globe-Democrat.

2500 HEAR NATURAL VOICE TONES IN PHONOGRAPH

That Thomas A. Edison has successfully accomplished the marvelous task of recreating the natural tone and timbre of the human voice in the production of phonographic records was the verdict last night of 2500 music lovers who gathered at the Victoria Theater to witness this demonstration of the triumph of inventive genius. Of the numerous persons who attended the demonstration skeptical of the claims made for the records, all came away convinced that it had proved equal to the severe test.

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The
NEW
EDISON
makes your home
the world's greatest
stage

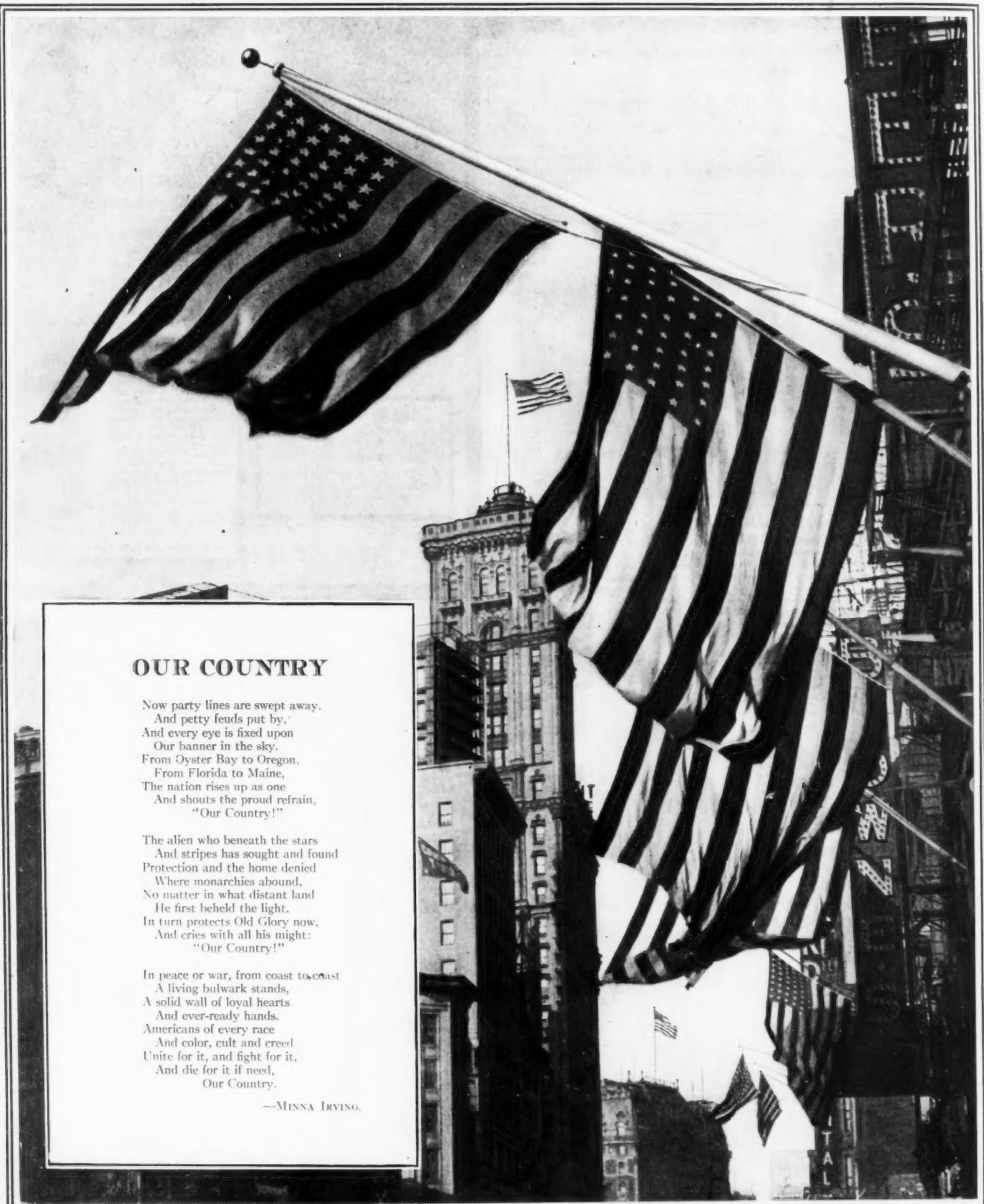


Anna Case, of the Metropolitan Opera Company, photographed on the stage of the Victoria Theatre in St. Louis on Oct. 21, 1916, while singing in direct comparison with the New Edison's Re-Creation of her voice.

THOMAS A. EDISON, Inc., Dept. 2412, ORANGE, N. J.

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"MUSIC'S
RE-CREATION"?

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OUR COUNTRY

Now party lines are swept away,
And petty feuds put by;
And every eye is fixed upon
Our banner in the sky.
From Oyster Bay to Oregon,
From Florida to Maine,
The nation rises up as one
And shouts the proud refrain,
"Our Country!"

The alien who beneath the stars
And stripes has sought and found
Protection and the home denied
Where monarchies abound,
No matter in what distant land
He first beheld the light,
In turn protects Old Glory now,
And cries with all his might:
"Our Country!"

In peace or war, from coast to coast
A living bulwark stands,
A solid wall of loyal hearts
And ever-ready hands.
Americans of every race
And color, cult and creed
Unite for it, and fight for it,
And die for it if need,
Our Country.

—MINNA IRVING.

OUTBURST OF PATRIOTIC FERVOR FLINGS BANNERS TO THE BREEZE

President Wilson's action in breaking diplomatic relations with Germany had the effect of stimulating latent patriotism to visible activity, and throughout the country in village, town and city, patriotic citizens hung out the national emblem in token of their support of the government in its assertion of American rights. This view shows how Broadway near Forty-second

Street, New York City, was decorated with flags. The skyscraper surmounted by the flag is the Times Building. Just beyond it is the Hotel Astor, also flying the Stars and Stripes. Practical demonstrations of patriotism were given by the thousands of men and women who started at once to organize for war activities.

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EDITORIAL

LET THE THINKING PEOPLE RULE!

AMERICANS ALL

ONLY two Democrats and three Republicans, of all the membership of the United States Senate, voted against the resolution endorsing the President's action in severing diplomatic relations with Germany. This may be said to be fairly indicative of public sentiment. We all love peace, but we cherish honor more.

Whatever differences may have been felt regarding the policy of the President in opening up peace negotiations, these differences disappeared when he took a firm stand for the protection of the national honor. On every masthead, whether on banking office, factory or the humblest dwelling, the American flag was swung to the breeze. There it will stay until our course is vindicated.

How nobly the captains of industry and finance came to the front! War plants, valued at billions, including great shipbuilding, steel, woolen, automobile, munitions, arms, powder, torpedo and electric boat concerns, milk and food suppliers, aircraft plants, distilleries for the manufacture of alcohol, coal, coke, cement and rubber industries, were tendered to the Government. Existing contracts, it was promised, would be set aside and the government given preference for all orders in case of war. The hyphenated American disappeared. German newspapers and every German society sounded a patriotic call to service.

A discordant note came from the Chicago Federation of Labor voicing its unanimous protest "against this country taking part in the European war and demanding that all American citizens be prevented from entering the war zone." This unpatriotic utterance was re-echoed by a few disturbing socialists and angry anarchists. Another discordant note was found in the report of a contemplated strike by the railway switchmen at Chicago which was met by a threat of the President, following the precedent of Mr. Cleveland, that he would exercise his executive prerogative to seize every railroad in the country if necessary.

While a wave of patriotism was sweeping over the country, it was not pleasant to read that cowardly members of Congress, at the behest of Gompers and his associates, were striking out of the emergency naval program a section empowering the President to draft workmen just as he would have the right to draw upon every other resource of the nation.

Don't make any mistake about the American people. When the National honor is challenged, the people accept the challenge. They will stand steadfast to the bitterest end.

GOD'S DAY

WE believe with Speaker Champ Clark that the world is growing better, but let us not lose our respect for the Sabbath, a cherished American tradition. History proves such respect to be a national safeguard. It stands for stability. No nation that has had reverence for God's day has ever perished. A disregard for this as a day of rest, of quiet and of worship carries with it a train of license into the whole moral life of the people. Unless it be different from other days, it belies its name and no longer justifies its existence.

Strong influences have been at work to make the American Sunday a day for amusements and recreations, leaving little time for rest and less for worship. We do not believe the best judgment of the American people will ever support the change of this holyday to a holiday. In New York State the day is now made the object of a concerted attack by moving picture concerns. The Supreme Court has ruled that the movies, which have been running wide open on Sunday, are violating the law. The movie men are, therefore, leaving no stone unturned to secure an amendment to the existing law exempting the Sunday movie.

They have a rich harvest every week-day, but their avarice is insatiable. Must they have our Sundays also? If the religious people of the State

BUT ONE DUTY

BY UNITED STATES SENATOR LODGE

IN my opinion, the President did what was demanded by the honor, safety, and future security of the United States. Under these circumstances, party lines vanish and any criticism of the past or any criticism of the present is silenced for me. When my country is in controversy with a foreign nation, I can see for myself but one duty, and that is to stand by and support the recognized constitutional authority of the Government.

believe that six days of the week are enough for the movies and other professional amusements, and that Sunday should be reserved for the uses for which God intended it, they had better let their representatives at Albany know where they stand and give them fair warning that if they violate God's command, they invite and will receive punishment at the ballot box.

THE MELTING POT

OUR army has retired from Mexico, but the trouble in that country continues. There are 10,671 millionaires in this country. Five carloads of Chinese eggs have just come into this country.

More Americans are fighting for the Allies than were engaged in our war with Spain.

Shoe manufacturers say that if women wore their dresses lower, shoes would be cheaper.

Since the beginning of the war, we have bought foreign war loans to the value of over \$2,000,000,000.

The Government, in 1916, collected a \$31,540,000 tax on 25,233,000,000 cigarettes, a quota of over 900 cigarettes to every man of voting age in the country.

Thomas E. Campbell, elected governor of Arizona by 30 votes, and whose election the former governor refused to acknowledge, has been seated by the courts.

A twenty-two year old boxer was killed in a boxing bout by a terrific blow over his heart, in the ring at Albany, N. Y., recently, in the presence of his father and a number of legislators.

Because his successful competitor for the office of mayor cannot meet the \$100 property qualification, the defeated candidate of Fulton, W. Va., has asked the city council to seat him instead.

The Housewives' League of Maine is denouncing speculators who are holding in storage six carloads of potatoes and creating a potato famine, and have asked the women of the state to boycott the tubers.

The House Committee on Rules which is investigating the supposed "leak" at Washington has eleven members, including eight lawyers, yet a Boston lawyer was hired for \$15,000 to conduct its investigation.

The New Jersey State Chamber of Commerce, representing 51 boards of trade, nine agricultural societies, 19 civic associations, with a State Grange of 6,000 farmers, demands the repeal of the full-crew railroad law.

The United States forests supply annually products valued at \$1,250,000,000; employ nearly a million men, pay \$367,000,000 in wages, regulate the distribution of water and are absolutely essential to the public health.

Poultny Bigelow says the American Consular Service is composed of "broken down, wheezy political buzzes, worn-out lawyers and dentists, broken brokers, men who could not earn a living at any honest or respectable business."

A union of hod-carriers affiliated with the I. W. W. sued the hod-carriers affiliated with the American Federation of Labor for trying to prevent the former from getting work. The court decided that every laborer has a right to make a contract for his own labor.

In 10 weeks Billy Sunday preached to 1,500,000 persons in Boston. Of these, 60,500 "hit the trail" and 46,800 of all denominations, including Catholics, Jews and Christian Scientists, signed cards expressing their intention to take a fresh interest in their religions.

The Central Trades and Labor Assembly, representing 10,000 organized workmen of Syracuse, N. Y., has just been declared guilty of a conspiracy with three unions and six labor leaders to curtail the trade of a cigar manufacturer, and damages will be assessed accordingly.

Osaka, the Japanese industrial center, has more than 1500 factories making steel, machinery, cotton, brushes

and rubber tires. The highest wages are sixty-four cents a day to men, and twenty-four cents a day to women. Japanese women hold about 75 per cent. of all the positions in factories and agriculture.

Let the people rule!

THE PLAIN TRUTH

REFORM! A general drift toward the repeal or radical amendment of the Direct Primary Law is heard in many sections. The best way to secure the repeal of a law that has foisted a lot of incompetents on the public service is to amend it so as to put every candidate for public place under a Civil Service examination as to fitness and capacity. We apply this test to appointive offices. Why not to elective?

DECEPTIVE! A scheme to do away with all advertising and also with retail shops has been revived by an ingenious gentleman. He has organized a million dollar corporation and seeks to secure stockholders in it by offering consumers all the much-vaunted benefits of co-operative buying. This scheme is as old as the hills, yet strange to say, its promoter claims to be enrolling thousands of employees of our large cities in the enterprise.

SLUSH! A gentleman from Paris writes to LESLIE's to express his contempt for a city government that would permit such a sea of filthy slush to remain on its streets (even including "wonderful Fifth Avenue"), after every little snow storm. He says he is spending his first winter in America and considers the condition of our streets disgraceful. He adds that in no European capital would such conditions, even in the smallest city, be tolerated for a single moment. He asks "Who is responsible?" We respectfully refer him to Mayor Mitchel and his \$10,000 Street Cleaning Department.

TOO BIG! The Advertising Director of one of our most prosperous automobile companies in a recent interview in the *Editor and Publisher* says: "We will use less Sunday newspaper space than we have, for we find that we get better results on week days. The Sunday papers are too big." The fierce competition of the Sunday papers to excel each other in size has resulted in making them so cumbersome that they are difficult to handle, burdensome to read, and disappointing in their contents. At least, while the scarcity of paper is being so keenly felt, the Sunday papers might be cut down in size. They will be if advertisers come to the same conclusion as that of the gentleman whom we have quoted.

MAKERS! Mr. B. C. Forbes's educational series running in LESLIE's from week to week on the "Men Who Are Making America" is attracting more attention than any other series of its character ever published. The *Transmitter*, the live-wire house organ of the Chesapeake and Potomac Telephone Company, says: "We wish every ambitious employee of our Company might read this series." It quotes from the Boston *Transcript* an interview with Mr. Forbes showing how that industrious writer is able to get the inside story of some of the most powerful but least known captains of industry in the United States. The Forbes series should be read in every classroom. The articles afford the best stimulus to ambitious students who seek to profit by example.

HELPLESS! How helpless and unprotected the public is from a sudden railway strike was disclosed in the recent vote of a comparatively small body of switchmen to tie up the freight traffic of eighteen railroads at Chicago if concessions were not made in forty-eight hours. There was no dispute concerning wages or hours. The summary threat to tie up freight traffic was based on five purely technical points. Does any one think that if the ballot had been secret, the fair-minded switchmen of the biggest railroad terminal city in the world would have voted, on a quibble over technicalities, to cut off the milk supply of babies and invalids, the food of all the people, and supplies to keep the factories busy and the pay envelopes filled? A strictly secret ballot in case of all strikes is as necessary for the protection of the public as a secret ballot at the polls. First consideration in railway disputes should be given, not to trainmen or railroads, but to the great mass of the public in whose interest President Wilson promised an anti-strike law when he put the Adamson law on the statute books. The cowardly refusal of Congress to pass a bill to prevent strikes or lockouts on railroads, pending a governmental investigation of the cause of the dispute, is a refusal to give the public the protection they have a right to demand. Let the public remember at the next Congressional election.

MEN WHO ARE MAKING AMERICA

HAS ADDED MORE THAN ANY OTHER MAN TO WORLD'S GOLD AND SILVER—HAMMOND'S ADVENTURES AMONG SAVAGES—ONCE SENTENCED TO DEATH

EDITORIAL NOTE.—This is the thirty-first of Mr. Forbes's brilliant series of sketches of successful business men. Its subject has had an eventful and romantic life, and in addition to being a success in business he is a success as an American citizen, giving freely of his great ability to the service of his country. Next week Mr. Forbes will write of the only interview that James Stillman, the banker, has ever given for publication. It is fascinating and important.

AMERICA can claim the man who more than any other human being has coaxed Mother Earth to give up her hidden precious metals. No other figure in history ever added so much to mankind's supplies of gold and silver. Through his efforts mines in the United States, Africa, Mexico, South America, Central America and Russia have added hundreds of millions of dollars to the world's wealth.

Latterly his activities in discovering riches in the bowels of the earth have been supplemented by operations on a colossal scale to irrigate and fructify the earth's surface for the sustenance of mankind. He has been a pioneer in the building of electric tramways in South Africa and Mexico, and hydroelectric power plants in different parts of the world.

These achievements have entailed adventures, dangers and hardships such as have befallen few men. Besieged and shot at by semi-savages, perilous journeys among cannibals, stranded and starved for three days in a fastness far from civilization, imprisoned and sentenced to death, with the gallows oiled and manned ready to do its work—these are some of the experiences the shuttle has woven into the life of John Hays Hammond, recognized as the world's greatest mining engineer.

"How did it feel to be sentenced to death?" I asked Mr. Hammond. I had lived in South Africa and was familiar with the circumstances of the memorable Jameson Raid which led up to his arrest and trial by Paul Kruger, then president of the Transvaal Republic.

"I was angry, not afraid," Mr. Hammond replied with some fire, for we had been recalling those historical days. "As you know, we had arranged to plead guilty under one code of laws which punished treason by imprisonment, but were tricked and trapped by the Boer prosecutor into being sentenced under another code carrying the death penalty. I felt mad, indignant, outraged.

"I have had experiences more exciting and dangerous than those I went through in South Africa, only they were not so spectacular," Mr. Hammond added, when I questioned him. Almost from the time he could toddle, John Hays Hammond wanted to get at the inside of things, to explore, to make discoveries. His father, a graduate of West Point and an ex-officer of artillery in the Mexican War, encouraged this inquisitive spirit, while his mother, a sister of John Coffee Hays, the famous Texas ranger and later the first sheriff of San Francisco, sympathized with his love for outdoor activities. He early learned to ride, shoot, swim, penetrate forests, camp out, hunt and the like. From the public schools in San Francisco where he was born on March 31, 1855, he went to grammar school in New Haven to prepare for the Sheffield Scientific School of Yale University. He was bent upon being an engineer, a mining engineer for preference, since he could then burrow into the ground and find out hidden things, including perhaps gold, of which he had seen a great deal, having lived in the mining districts of California during summer vacations. His father was old-fashioned and erudite enough to prescribe a full classical course in addition to the regular scientific curriculum, for he wanted the boy to know Greek and Latin as well as ore and chemicals. Graduation from Yale, in 1876, with a Ph.B. degree, was followed by a post-graduate course at the Royal School of Mines at Freiberg, Saxony, until 1879.

An attractive railroad position was refused by young Hammond on his return from Freiberg. Senator Hearst was then a foremost mine owner in the West and Hammond tackled him for a job. The Senator was a horny-handed, hard-headed, practical man.

"The only objection I have to you is that you have been in Freiberg and have had your head filled with a lot of fool theories. I don't want any kid-glove engineers," the brusque Senator told him.

"If you promise not to tell my father, I will tell you something," Hammond countered.

The Senator promised.

"I didn't learn a single thing in Germany."

BY B. C. FORBES

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"Come around and start work tomorrow," clinched the Senator.

Young Hammond started next morning at seven o'clock and kept on the job daily for at least 12 hours. Senator Hearst was then negotiating for a number of properties and Hammond conducted ore tests on the results of which his employer invested millions of dollars.

A year later a wider door opened; Hammond then

Conditions improved sufficiently to warrant Mrs. Hammond's joining her husband. The second day after she arrived at Guaymas, with a young baby, a revolution broke out. Hammond promptly commandeered a small house, barricaded it and prepared to defend the fort, which was besieged by brigands, but he had learned in California to use a gun with the best of them, and the besiegers, discerning this, departed after a few days. During the long journey to the interior the party came upon a village which the Indians had cleaned out completely. How near the Indians might be or how soon they might appear on the scene no one could guess. If the Indians found the little American party it meant its annihilation. Fifty miles of dangerous territory had to be covered. Armed to the teeth, Hammond rode a mile or two ahead, signaling to the team. Mrs. Hammond had a pistol with which to commit suicide before submitting to capture. However, the destination, Alamos, in southern Sonora, was reached safely.

Mrs. Hammond stayed until the poor food began to undermine the health of the child. Mr. Hammond remained until he had the mine on a profitable basis and everything working smoothly. Before he was ready to depart, revolutionists seized the mine at Alamos, the only one on the Western coast, and began to rob and cheat the company wholesale, refusing to pay the full amount for the bullion deposited. Hammond conceived the plan of accumulating the silver and then slipping away with it, to deliver it to the American Consul at Guaymas.

He had trained ten Yaqui Indians to shoot, and by their loyal assistance, had been able to resist attacks by ten times as many Mexicans at critical times. Loading picked mules with 150 pounds of silver each, and taking the trusted Yaqui Indians into his confidence, Hammond bolted one night in a terrible thunder-storm, when no Mexicans were about. A relay of mules was in readiness 70 miles away and by traveling all that night and next day Hammond got a good start. When about 100 miles from Alamos, Hammond found that the Yaqui Indians of the neighborhood were on the war path against the Mexicans and that the Apache Indians were up in arms against the Americans. There were Apaches to the right, Yaqui Indians to the left and Mexicans in the rear, all on the rampage, thirsting for the blood and the plunder of the North American intruder, the only white man of the company. The ten faithful Yaquis stood by him, and landed him safely at Guaymas.

"The Yaquis were the most honorable and honest tribe I have ever met, far more so than white people, when treated fairly," Mr. Hammond declares.

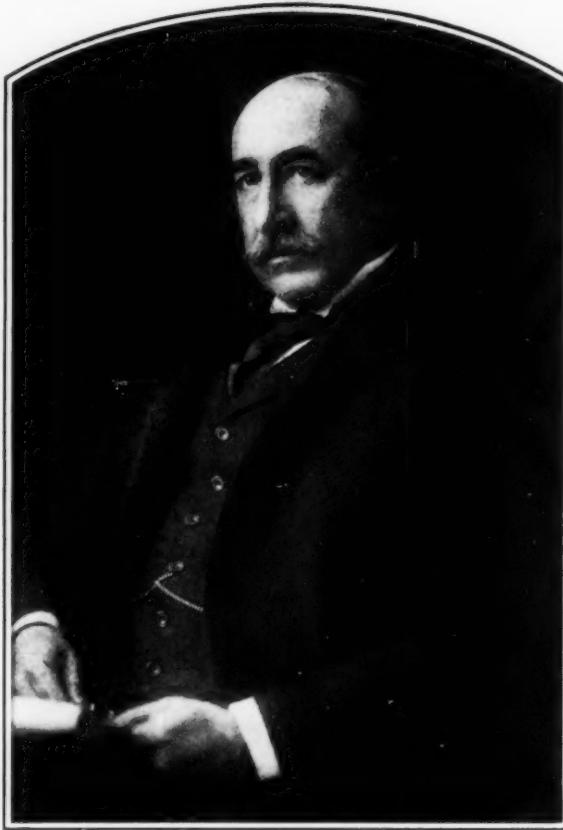
Even more exciting were some of Mr. Hammond's experiences in the little-known region of the Andes. He was accompanied by only two natives. He traveled over the third range of the Andes, between the headwaters of the Orinoco and the Amazon. Gold was being brought down by natives from that region and Hammond went to investigate. His guides' plans miscarried, and the three found themselves stranded in the jungle. For three days they were without food.

The final stage of the journey had to be made without horses or transportation of any kind. There were no trails. The trio followed the creeks, wading through one after another the whole day.

In this remote spot Hammond discovered a little mining community where the mining was done by the negro women. The woman who was the boss and who brought gold for the visitor to test disappeared for two days. When she returned the third day her husband disappeared. Much cross-questioning revealed that the woman had had a child and that the primitive custom of *cuvade* was still being practiced there: that is, the father took the place of the mother in bed, was regaled with delicacies, received visits and congratulations from all the neighbors and was treated in every way as mothers are in more civilized communities.

At home, too, the mining engineer and manager has had his full share of the rough-and-tumble life of pioneer mining. Serious labor troubles broke out in the Bunker Hill and Sullivan mine in the Coeur d'Alene district of Idaho. Strikers were led by such firebrands as Haywood and Moyer. Hammond was determined to keep the mine going. Collecting a trainload of men, he mounted the engine and rushed through the danger zone at the peril of

(Continued on page 213)



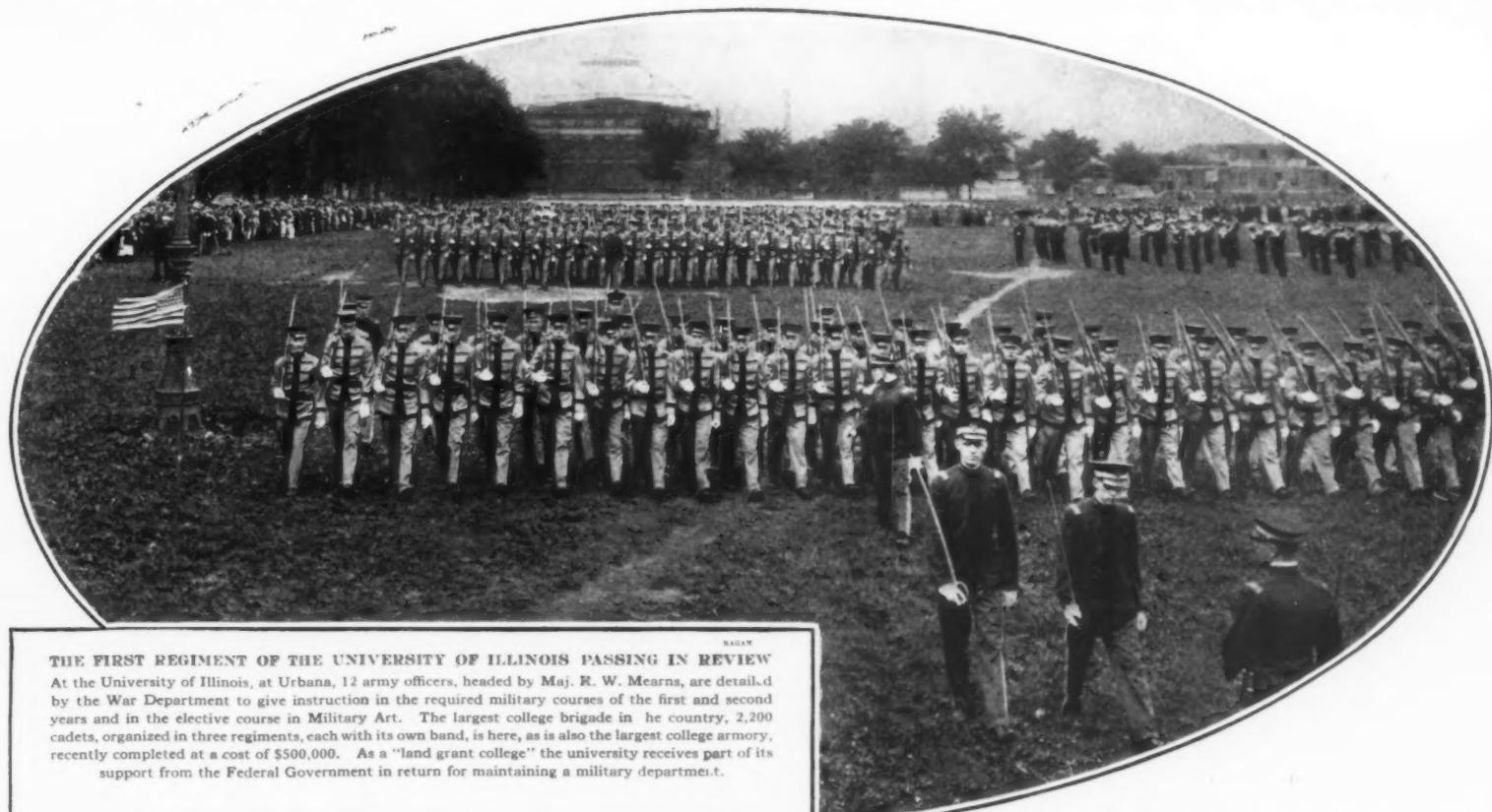
COPYRIGHT HARRIS & SWINDLER
JOHN HAYS HAMMOND
The world's greatest mining expert, who has lived a life more romantic than any novel of adventure.

joined the United States Geological Service as an examiner of gold mines. He kept his eyes open, noted the different formations at different mines, studied geology with his heart as well as his head and gradually cultivated a nose for mines. In the following year, 1881, he took practical training as a miner, as a foreman and as a handy man in the mills. He contrived, also, to pay return visits to mines he had previously examined, and in this way was able to note the unfolding of their development. His knowledge enabled him to diagnose, analyze and appraise ore bodies beyond the miner's pick. The whole thing fascinated him. It was not merely a thrilling way to earn a living and spend a life, but it added to the world's wealth, it brought new resources into existence and it afforded profitable employment to thousands of workers. He enjoyed—and still enjoys—visiting a mine more than visiting the opera or theater.

Hammond's first professional trip into alien soil proved perilous. He was commissioned in 1882 to penetrate into Mexico some 250 miles from Guaymas. On landing on the Mexican West coast from a sailing boat which had been chartered to carry mining machinery, Hammond found that the Apache Indians were on the war path, and that the long journey to the interior by stage would have to be done under cover of darkness. The first night out the drunken driver upset the coach, one man sitting opposite Hammond was killed and another so hurt that he died next morning.

Finally reaching the mines, Hammond found the natives were systematically stealing the best ores. So he had himself appointed a special officer with power to arrest and soon terrorized the thieves.

MAKING SOLDIERS AT COLLEGE



THE FIRST REGIMENT OF THE UNIVERSITY OF ILLINOIS PASSING IN REVIEW
At the University of Illinois, at Urbana, 12 army officers, headed by Maj. R. W. Mearns, are detailed by the War Department to give instruction in the required military courses of the first and second years and in the elective course in Military Art. The largest college brigade in the country, 2,200 cadets, organized in three regiments, each with its own band, is here, as is also the largest college armory, recently completed at a cost of \$500,000. As a "land grant college" the university receives part of its support from the Federal Government in return for maintaining a military department.

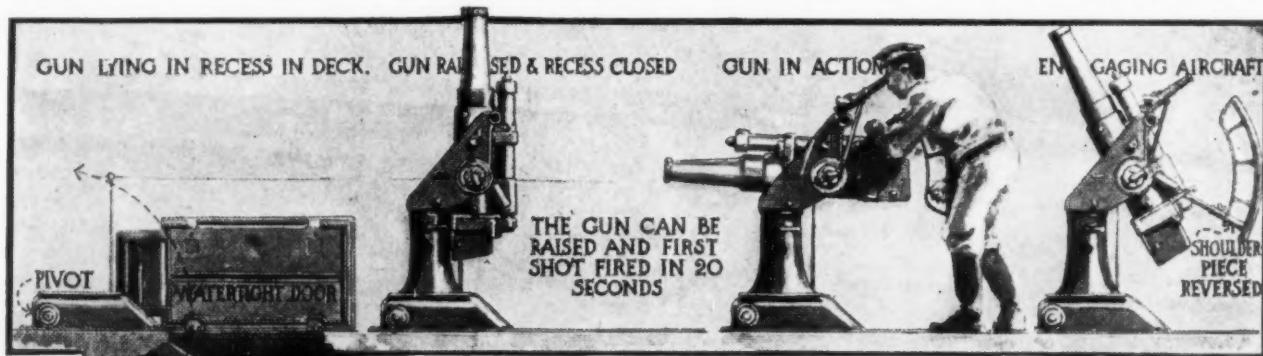


SOLDIERS-IN-THE-MAKING AT CORNELL UNIVERSITY PITCH CAMP AMID THE UNIVERSITY BUILDINGS

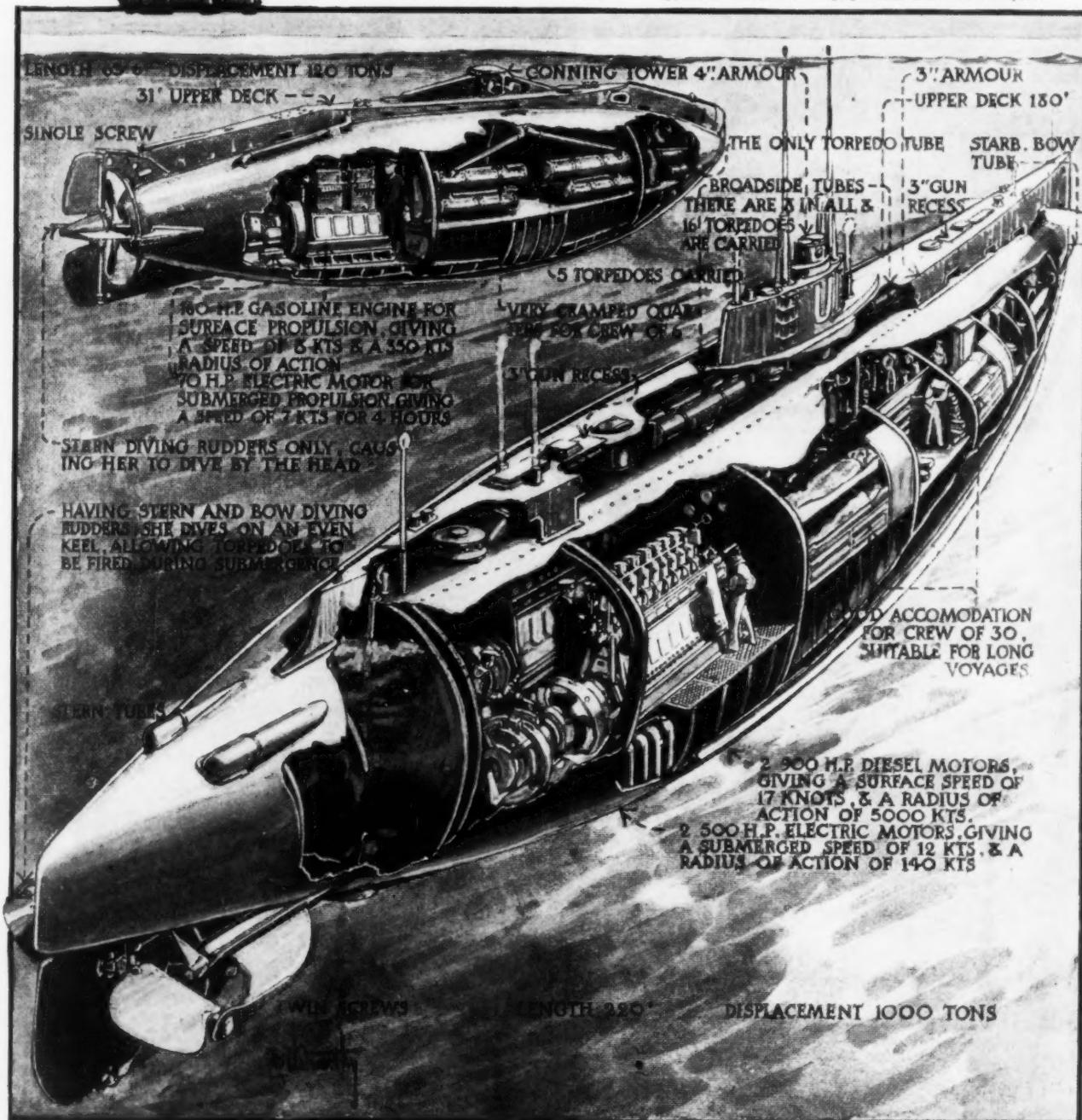
Cornell University, at Ithaca, N. Y., is another of the progressive universities in which military training has become a part of the curriculum. The military department there, created when the university was founded in 1865, now is organized on a regimental basis with two regiments of full strength. Military training is required of freshmen and sophomores. Willard D. Straight, Cornell 1901, a member of the firm of J. P. Morgan and Company, recently presented the university with full field equipment for 600 men. F. S. Marlow, of the class of 1910, the

first man to gain the rank of Colonel at Cornell, sees in the present situation an opportunity for the men who as undergraduates learned the manual of arms to be of national service. Cornell men believe that a full regiment of alumni could be raised over night in an emergency. Other universities are falling into line. Princeton is among the latest. Nearly 1,000 men have joined the provisional battalion established there. It is also announced that plans are under way for an aviation school at Princeton.

TROUBLE-MAKING SUBMARINE



Submarines are now equipped with folding deck guns, and frequently destroy their prey by shell fire, which is cheaper than torpedoing. The first cut to the left shows the gun folded under deck, the second its position as it emerges; in the third it is trained for action against a ship, and in the fourth it is employed as an anti-aircraft weapon.



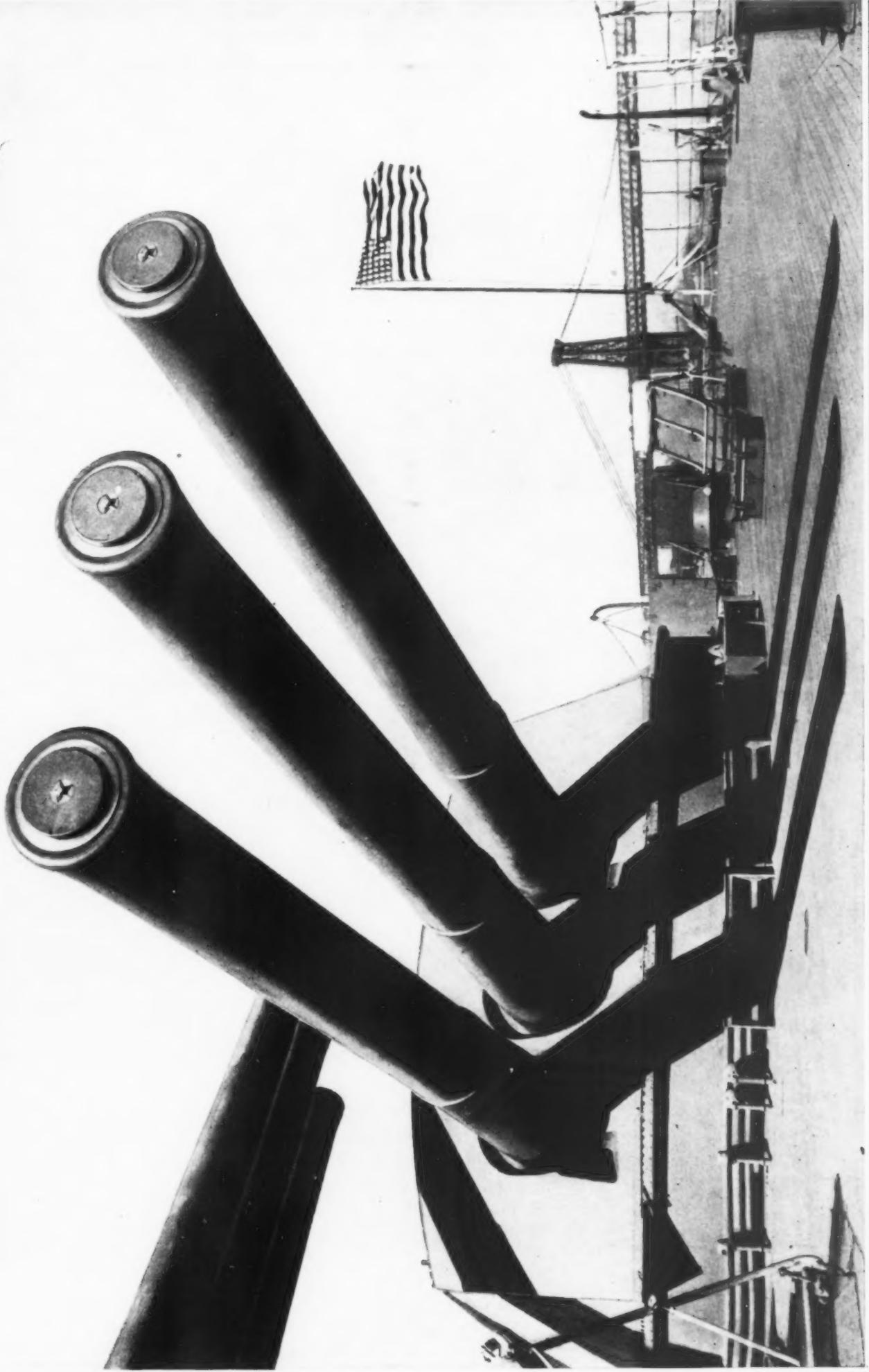
THE EVOLUTION OF THE SUBMARINE

The small boat in the upper left-hand corner is the submarine of 15 years ago. The large one is the submarine of last year. It is known that the super-submarines of Germany are a distinct advance over this type, but details are necessarily kept secret. The cruising radius of the submarine is its most important factor. Germany is now credited with having under-sea boats that can remain away from port for a month. In this respect, as in many others, the Germans

have distanced their competitors in submarine building. From the beginning of the war they have placed great dependence on this type of boat. Results, thus far, it is held by neutral experts, have not justified the high expectations of the submarine's effectiveness against fighting vessels, and it is unable to raid commerce and comply with the rules of war at sea. This inability is the cause of our trouble with Germany, which resulted in breaking off diplomatic relations.

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TUE BIGGEST GUNS IN UNCLE SAM'S NAVY



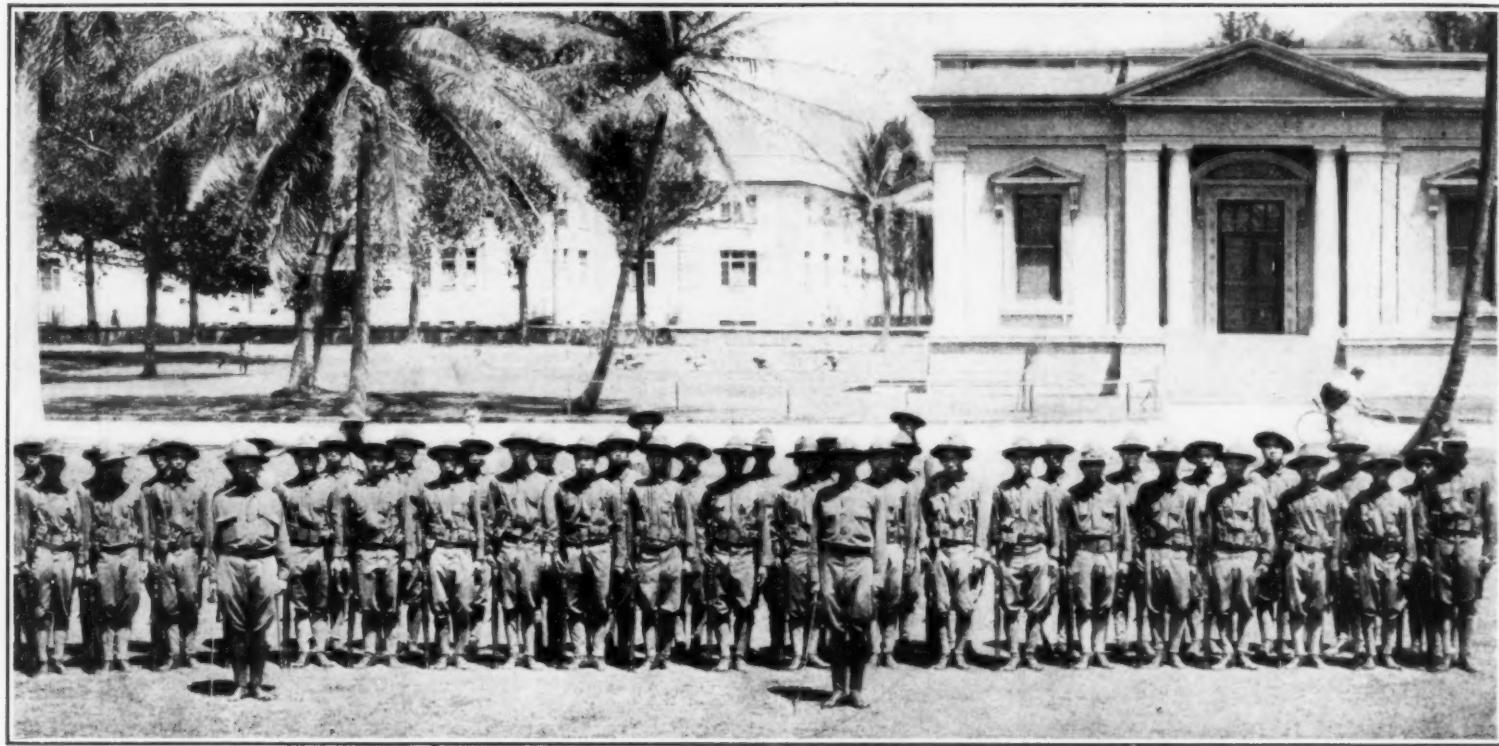
FOURTEEN-INCH GUNS THAT STAND READY TO ENFORCE AMERICAN RIGHTS

The United States has in commission two battleships armed with 14-inch rifles. This photograph shows a gun turret on one sister ship, having similar equipment and carrying the same complement, 1,002 officers and men. These two ships, the newest in our navy, are the only vessels we have that mount anti-aircraft guns. They are on deck and are of the latest fighting ship are arranged three to a turret, there being four turrets. The secondary battery consists of 22 five-inch guns and 10 of smaller size. The *Arizona* has a displacement of 31,400 tons and a speed of 21 knots. The *Pennsylvania* is a

EXCLUSIVE AMERICAN PRESS ASSOCIATION

sister ship, having similar equipment and carrying the same complement, 1,002 officers and men. These two ships, the newest in our navy, are the only vessels we have that mount anti-aircraft guns. These are on deck and are of the latest and most approved pattern. Three new battleships, the *California*, *Mississippi*, and *Idaho*, now under construction, will mount 16-inch guns and will have displacements of 39,220 tons each. The *Mississippi* was launched recently.

HAWAII'S GUARD OF MANY NATIONS



CHINESE GUARDSMEN HAVE A COMPANY OF THEIR OWN

The National Guard of Hawaii is sixth in size among all the State organizations, being about equal to that of Illinois. Its members come from many nationalities. Company H, First Infantry, N. G. H., is made up exclusively of Chinese, the only one of its kind in the service

of the United States. It is a good looking company, as the photograph shows, and one of its sergeants, James Ho, stood 26th out of 700 participants in National Rifle Match at Jacksonville in 1915, an unusual record for a recruit. The company was organized in 1914.

WHITENEX



THIS COMPANY IS MADE UP EXCLUSIVELY OF NATIVE HAWAIIANS

Company I, First Infantry, N. G. H., is 140 strong and every man is a native Hawaiian. There are 39,000 Hawaiians in the islands, and one out of every thirteen, or 3,000, are in the National Guard. They form about 60 per cent. of the total strength of the Guard. Among the other nationalities in the Guard are British, French, Russians, Portuguese, Filipinos, Japanese and Porto Ricans. Generally these different nationalities serve in the same companies, although

there is one company exclusively of Filipinos. If the entire United States had a National Guard as large in proportion to the total population as Hawaii's we would have 8,000,000 organized militiamen. The Guard has been well organized and equipped by the Territorial Government at a minimum expense, since most of the armories are furnished by private individuals or corporations. Hawaii has been a part of the United States for only 18 years.

WHITENEX

FEEDING UNCLE SAM'S ARMY



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UP TO THE ELBOWS IN DOUGH

Everything is man-size in an army bakery. Bread forms an important part of every meal. This bakery produced daily 2,000 loaves of bread, each of which weighed four pounds when it left the oven. The "doughboys," speaking in terms of baseball, call their work a double play—mixer to pan to oven and out.



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A WAGON LOAD OF ARMY BREAD

Outside the baker's tent the freshly-baked bread is piled and from this pile the Mess Sergeants haul away the bread allotted to them for the men in their care. The bread does not suffer from the harsh treatment shown in the picture. His other supplies, beans and coffee and canned goods, the Sergeant draws from the Commissary. The Mess Sergeant is a man of no mean power. It is he who makes out each day's menu and turns it over to the cooks for execution.



COPYRIGHT INTERNATIONAL FILM
PREPARING A QUICK LUNCH

Everything for the soldier's meal must be in convenient shape for quick serving when mess call sounds. Liquids are equally ladled out and bread, sliced and piled, is given to each man as he passes in line. Quick service requires the careful preparation, which these men are performing. In the regular army the cooks are usually enlisted men, sometimes enlisted men develop into cooks, and in some cases professional cooks, who know how to feed large groups of men, are hired for the work.

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HOT MEALS ON THE MARCH

The new types of traveling kitchens are especially valuable where the men have only temporary camps. In the various compartments of this "slung gun" the men's meals can be cooked, and can be kept hot for hours. At the first sound of the mess call on the bugle, the men line up, each carrying the two pans and cup which form his mess kit, while his knife and fork are stuck in his puttees.



COPYRIGHT INTERNATIONAL FILM
NEATER THAN IT APPEARS

To feed an army on an allowance of 29 cents per day per man, it is necessary to cook the food in large quantities. Soup, for instance, is made in pans the size of a wash boiler, and when the soup is served, the tub is filled with hot soapy water, into which each man dips his dishes, at the end of the meal. Sand is found useful for scouring and a few jabs into the ground cleans a knife and fork well. No litter of any kind is permitted near the kitchen.

All refuse is burned in incinerators and great care prevents the accumulation of anything which might breed disease.

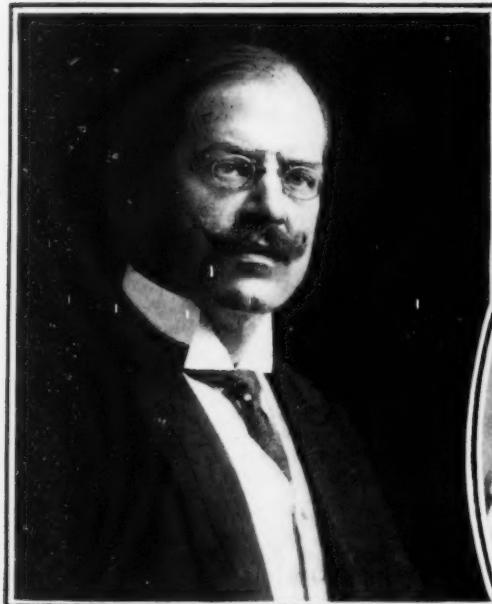


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THIS MIGHT BE A PICNIC, BUT IT ISN'T

In permanent camps and cantonments, Uncle Sam provides mess halls, inclosed and floored, but in temporary camps and on the march the men find their tables and chairs on the ground. Table manners may suffer, but appetites are nowhere better than in the army.



MENTIONED IN THE WAR TALK



HE LOOKS AFTER GERMANY

Dr. Paul Ritter, Minister to the United States from Switzerland, has taken over the diplomatic affairs here of Germany, at the request of the Berlin government. The records of the German embassy were transferred to the Swiss legation soon after Count von Bernstorff was given his passports. Dr. Ritter is a German Swiss, and speaks the German language perfectly. His beautiful wife (to the right) is one of the most popular women in the diplomatic set at Washington. Her home is furnished in exquisite taste and has been one of the popular centers of hospitality in Washington.



COPYRIGHT AP/WIDEWORLD
FINDS IT HARD TO GET HOME

When German Ambassador Count von Bernstorff was handed his passports, it became necessary to consider the problem of returning him, his family, the members of his embassy staff and their families, and the entire German consular service to Germany. Over 300 persons were to be provided with transportation. The United States government obtained a safe conduct from the Allied governments, and made arrangements for the party on the Scandinavian-American line steamship *Frederick VIII*. The owners of the ship asked guarantees from the Germans. Ambassador Gerard was held in Berlin until Bernstorff sailed.



AT THE HEAD OF OUR SUBMARINE FLOTILLA

Rear Admiral Albert W. Grant is commander of the submarine division of the Atlantic fleet and in case of war with Germany would be charged with the protection of the Atlantic coast. He is a specialist in submarine work and has done much to improve that arm of the navy. We have some efficient submarines, though it is unfortunately true that we have not kept up with European navies in this type of war vessel.

THE PRESIDENT'S DAUGHTER IN THE CATSKILLS

Miss Margaret Wilson, eldest daughter of the President, enjoys the winter sports at Yama Farms, N. Y. She is quite prominent in feminist movements and in case of a war, would undoubtedly assist in organizing the women of the country for war service.



WILL HE STAY OR GO?

Count Adam Tarnowski von Tarnow, appointed by Vienna to succeed Dr. Dumba, who was sent home by President Wilson for violating his diplomatic privileges in the interests of his government, arrived in Washington only a few days before diplomatic relations were broken off with Germany on February 3d. While Austria-Hungary undoubtedly approves Germany's unrestricted submarine campaign, Washington hopes to avoid a break with Vienna.



MEN WHO ARE MAKING AMERICA

(Continued from page 206)

running on to dynamited bridges. In riots which followed shortly thereafter quite a number were killed.

It was during those bloody days that Hammond, a marked man, on learning that the rioters were accusing him of being afraid to venture out, announced one evening that he would walk down the street next noon. A revolver in each hand and hands in pocket, he started off alone. Rioters followed him, and one or two got directly in his path, but a significant little movement in the coat pockets proved an effective passport. Reaching the end of the street he crossed to the other side and walked back. After that the miners had a healthy respect for the young Californian.

By the early nineties Hammond had won a reputation as a spotter of paying propositions. The greatest goldfields in the world were then, as now, in the Transvaal. A famous South African magnate, Barney Barnato, in 1893, secured the services of the brilliant American engineer. Hammond lost no time in investigating the geological formations of the gold reef at Johannesburg. His study convinced him that, though only outcrop properties were then being worked, vast quantities of rich ore would be found at deep levels. When Barnato would not venture upon so dubious and costly a venture, Hammond quit.

Within a few hours of this news becoming known, the American received a telegram from Cecil Rhodes. When Hammond arrived at Groot Schuur, the quaint residence of Rhodes, near Cape Town, the Empire Builder opened their business interview thus:

"I don't suppose you came to Africa for your health?"

"No, the climate of California is better," Hammond replied smilingly.

"Name your salary. Don't be modest," Rhodes commanded.

Hammond obeyed, especially the non-modesty part of the injunction. A salary of \$100,000 a year was a secondary item in his terms; he stipulated for a share of profits. Also, that Rhodes, alone and not any board of directors, should be his boss.

Rhodes had such faith in Hammond's ability that when the latter urged that the Colossus sell many million dollars' worth of shares in outcrop mines and stake his fortune on the development of deep levels, then purchasable for a song, the scheme was immediately taken up. Hammond became the father of the deep-level mining on the Rand, which is adding to the world's stock of gold many million dollars a year in the Transvaal alone.

Another thing that appealed to the imagination of the founder of Rhodesia was the tradition that King Solomon's mines, of Biblical fame, were located in Mashonaland, and he proposed an exploration. He and Dr. Jameson accompanied Hammond and his party hundreds of miles through fever-saturated country. The last lap was undertaken by the engineer and a few sturdy natives. They found the 3000 years' old Eldorado. Hammond decided it could be re-opened profitably, and the mines are now producing \$20,000,000 a year.

"Rhodes," said Mr. Hammond, "was by far the greatest man I have ever met. He had unlimited vision, extraordinary perception, unbounded courage. He always insisted on looking at every business transaction from the other side's point of view and scorned to take advantage of anyone. Had Britain heeded his early advice there would have been no Boer War. He cared nothing for money except as an instrument to achieve great, worthy ends. Had money been his aim, he could have left \$200,000,000 or \$300,000,000 instead of \$20,000,000."

Into the details of the abortive Jameson Raid which brought the death sentence to Hammond and three others, I cannot here enter, but from first-hand knowledge

(Continued on page 216)

Bachelor Breakfasts

Teach in a delightful way the time-saving convenience and strength-giving value of Grape-Nuts.

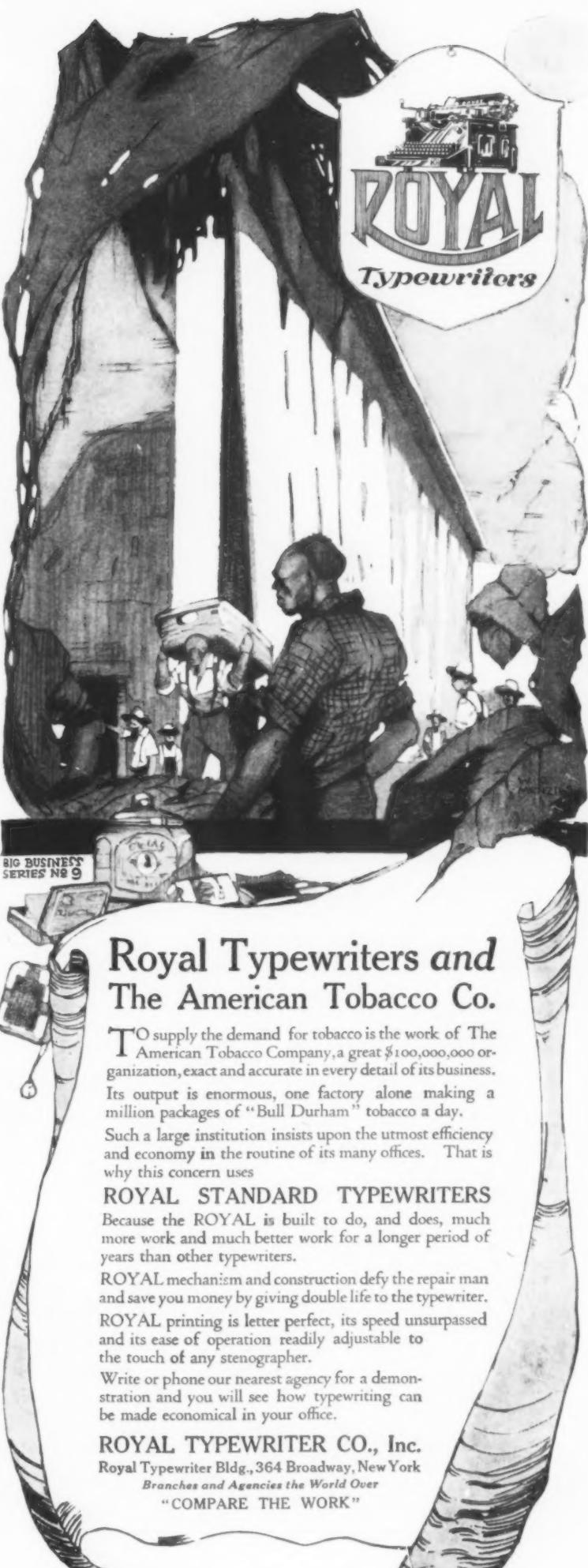
A morning dish of Grape-Nuts with cream, as the cereal part of the meal (with perhaps some fruit and a cup of Instant Postum) contains all the elements for nourishment needed until lunch time.

Grape-Nuts—containing as it does all the rich nutriment of whole wheat and barley, including their vital mineral elements for perfect upkeep of body, brain and nerve—has often proved more sustaining than meals requiring more time and work to prepare. Wonderfully delicious!

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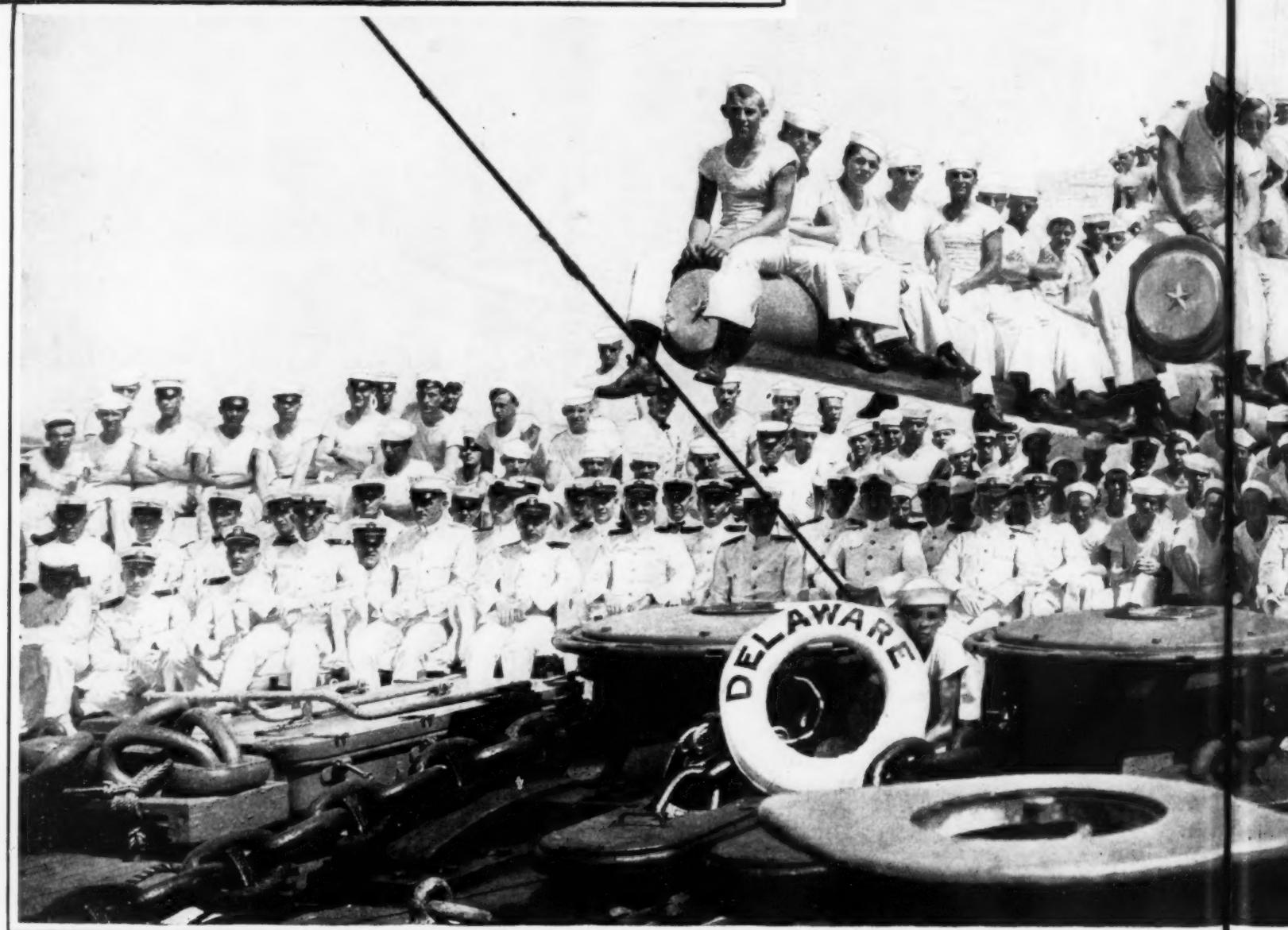
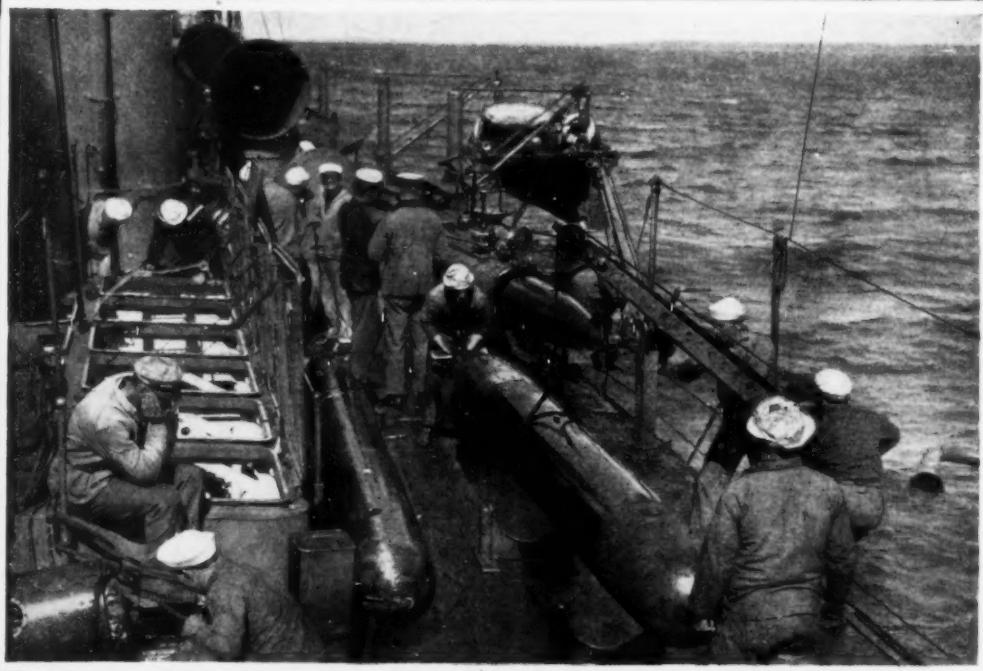
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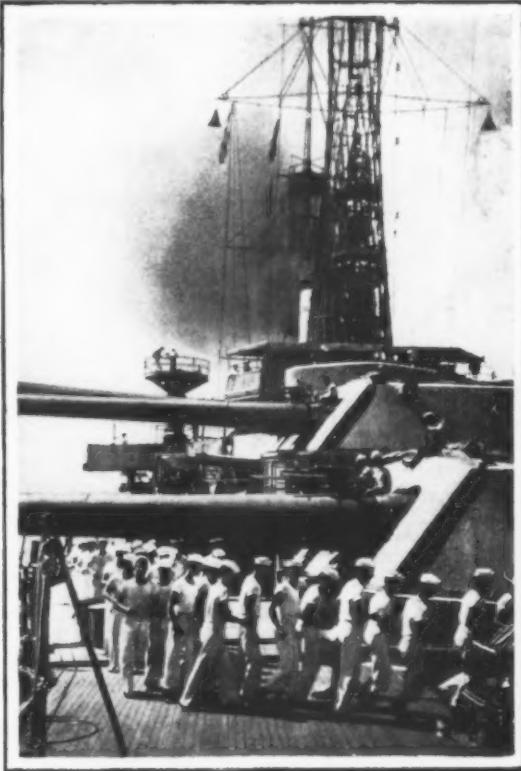
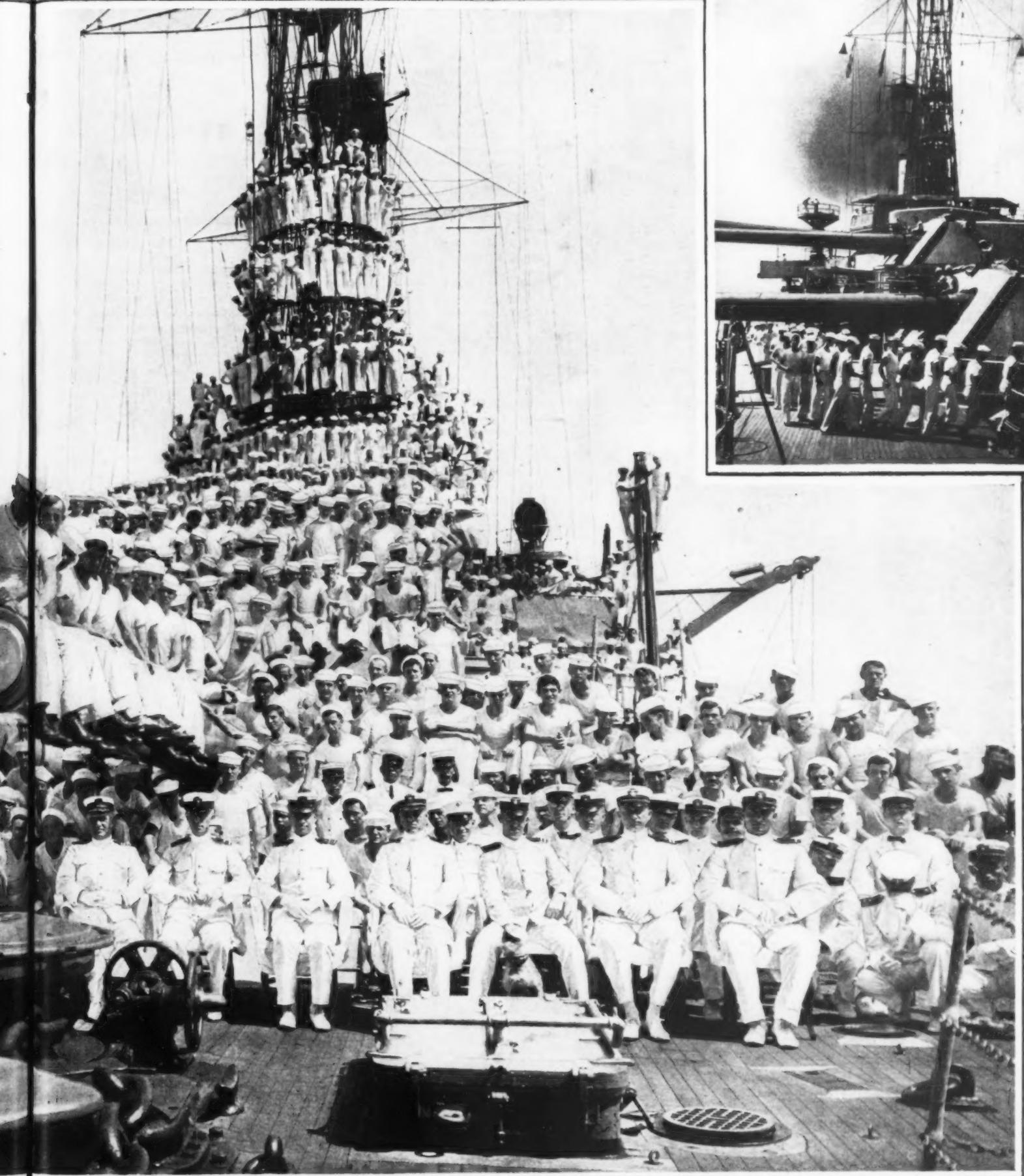


This wonderful photograph gives a vivid idea of the man-power of a modern battleship. The *Delaware* is not one of the largest of our battleships, yet she carries a complement of 927 officers and men. The guns on which the sailors are perched are 12-inch rifles. The *Pennsylvania*

and the *Arizona* are the largest battleships of our fleet, and each carries 1,002 men and officers. Their armament includes twelve 14-inch guns, 22 five-inch guns and 10 smaller guns, as well as four torpedo tubes. Older ships, as a rule, carry only two tubes. The men on the United

THE FIGHTING FORCE OF OUR NAVY AS EXAMPLED

WE THAT SAIL THE SEVEN SEAS



AS SAMPLLED ON THE BATTLESHIP DELAWARE

States ships are probably the most efficient, as they are certainly the most intelligent sailors in the world. Every American can feel a justifiable pride in his navy. The small picture in the upper left-hand corner shows torpedoes being adjusted on board the destroyer *Balch*. The

one in the right-hand corner shows physical drill on board a battleship, the men passing under the forward guns. Frequent drills and inspections as well as the care of the "jackies" keep them in prime condition, ready for any emergency.



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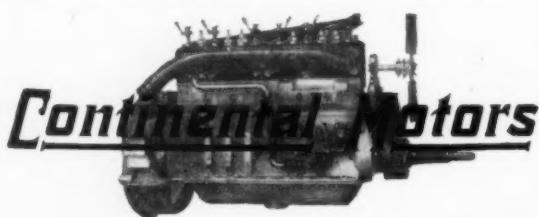
That their confidence is not misplaced is indicated by the notable success of these manufacturers. For their judgment is supported by that of the motoring public, who, after trying all the various types of motors, approve the Continental as America's standard.

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Name _____

Address _____

MEN WHO ARE MAKING AMERICA

(Continued from page 213)

gathered on the spot I can state briefly the part played by the American leader of the Reform Committee. The Uitlanders, as the non-Boer residents of the Transvaal were called, were paying nine-tenths of the Republic's taxes, yet were denied not only representation but the most elementary civic liberties. Kruger kept promising but never granting reforms. The revolution was not a movement to annex the Boer Republic to the British Empire. When somebody suggested hoisting a British flag over the meeting place of the Reform Committee, the Boer flag was at once raised and Hammond proclaimed he would shoot any man who dared lower the national emblem.

Dr. Jameson, then Commissioner of Rhodesia and a man of overwhelming ambition, had raised troops which were not to cross the Transvaal border until summoned by the Johannesburg Reformers to their aid. Jameson, however, invaded the Transvaal Republic before the Reformers were ready to rise and he was surrounded and compelled to surrender. The British High Commissioner at Cape Town induced the Reformers to lay down arms, promising them, after he had communicated with Kruger, safety and reasonable reforms.

No sooner had the Uitlanders given up their arms than 60 or 70 of the Reformers were arrested. This created the utmost indignation but, virtually deserted by the British Government, the Uitlanders could do nothing. The trial of the Reformers is a matter of history.

What may not be generally known is that John Hays Hammond, while waiting sentence, was allowed to journey to Cape Town in what appeared to be a forlorn attempt to prevent his death from illness. While at the British port he had abundant opportunity to flee the country, but he scorned to decamp. His courage captivated the Boers. The courage and devotion, also, of Mrs. Hammond in sticking by her husband's side in Johannesburg and Pretoria and through the upheaval won the admiration of "Oom Paul." Kruger likewise believed in the sincerity of Hammond's motives.

As a matter of fact, after Hammond, along with his three associates, had been released by paying a ransom of \$125,000 each, Kruger used to tell the Uitlanders when they had grievances that he wanted to deal with "this Republican Hammond." Hammond subsequently, at Kruger's request, became a mediator in the negotiations which preceded the Boer War in 1900.

After the war, John Hays Hammond, at a notable banquet in London, pleaded with the highest British authorities for magnanimous treatment of the Boers. He urged a policy of conciliation which in time would make possible the confederation of South Africa. How abundantly successful this policy has proved history has demonstrated.

The most gripping account of this chapter of John Hays Hammond's career is contained in a little volume, "A Woman's Part in a Revolution," written by Mrs. Hammond.

After the outbreak of the Boer War Mr. Hammond returned to the United States, in 1900. He made investigations for English interests and attracted millions of capital here. The Guggenheims, in 1903, engaged him at reputedly the highest remuneration paid any employee in the world. Among the projects with which he has been identified are the Guggenheim Exploration Company, the Utah Copper Company, Nevada Consolidated, Tonopah Mining Company, lead mines in Missouri, the Esperanza Gold Mine and various silver mines in Mexico and, in short, mining enterprises in many parts of the world.

Twice the Russian Government engaged him to investigate that Empire's mineral and industrial resources and its irrigation possibilities. In 1911 he had a straight-

(Continued on page 218)



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Before you spend a single penny of your spring dress allowance, before you begin even vaguely to wonder whether hats are to be large or small, whether beige or gray will be the smarter for spring, whether the slim or the barrel silhouette really will be the mode, . . . Vogue suggests that you consult the

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THE TREND OF PUBLIC OPINION

BY CHARLTON BATES STRAYER

DIPLOMATIC BREAKS WITHOUT WAR **I**F diplomatic breaks invariably resulted in war the war record of the United States would be far more belligerent than it is. The friendship of France and this country is an American tradition, yet in the early years of our national history we had more diplomatic troubles with France than any other country. In Washington's second administration, Citizen Genet had to be recalled because he seemed to think our friendship with France would lead us to side with her in the war with England. Later the new government in France requested the recall of Minister Gouverneur Morris because of his sympathy with the dethroned king, James Monroe, who followed Morris, and C. C. Pinckney, who followed Monroe, were recalled. A commission of three sent to Paris to restore amicable relations having failed, President Adams declared in June, 1798, that he would "never send another Minister to France without assurance that he would be received, respected and honored as the representative of a great, free, powerful and independent nation." The next month our treaties with France were suspended, but Napoleon having overthrown the Directory, within two years a commission brought about resumption of diplomatic relations. Throughout these years of interrupted relations, there were some small naval engagements, but no declaration of war. During the Presidency of John Quincy Adams, the American chargé d'affaires demanded his passports from Brazil and returned to this country. In 1877 the Venezuelan government dismissed our minister. When the dictator Zelaya executed two Americans we suspended relations with Nicaragua. In the recent Mexican troubles there has been no declaration of war although diplomatic relations have just been restored after a break of nearly three years. Shortly after the outbreak of the European War, Austria-Hungary was asked to recall Ambassador Dumba because of his objectionable activities, yet this did not lead to war with Austria. Nevertheless, it is true that the severance of relations between first-class powers usually presages war. The diplomatic break with Germany is of great significance, too, because coming after a prolonged exchange of notes concerning incidents any one of which might have been the occasion of war on the part of a nation less peaceably inclined than the United States.

HOW WARS START **H**AD there been an ocean telegraph in 1812 there might not have been a war with England at that time. Five days after President Madison signed the declaration of war, England recalled the orders in council which had provoked it. The purpose to recall the orders was unknown in America, while in England nothing was known of the war declaration when the orders were revoked. This war's most important battle, that of New Orleans, was fought 15 days after the treaty of peace had been signed at Ghent. It was this battle which made Jackson a popular idol and gave him the presidency. The first step in the Crimean war was Russia's invasion of Moldavia, months before diplomatic rupture with England and France. The firing on Fort Sumter, which started the War between the States, is a familiar story. The first shot of the Franco-Prussian war was by a French soldier on guard at Strasburg Bridge a day or two before Napoleon III formally took the field. The attempt on Bismarck's life as he was walking down the Unter den Linden on May 7, 1866, rallied public sentiment to him and his policy, and from a dramatic standpoint may be said to have been the first shot in the Austro-Prussian war. The blowing up of the *Maine* was the first blow in the Spanish-American war which ended Spanish possessions in the new world. If there should

be war with Germany it will start with some unlawful act of a U-boat on the high seas.

MAKE THE TRUCE PERMANENT **O**WING to the crisis with Germany the railroads and the unions have patriotically agreed to a truce in their 8-hour-day fight. This is the more commendable on the part of the brotherhoods because the Supreme Court decision on the Adamson law is soon to be handed down, and the brotherhood leaders have been given authority to declare a strike should the law be declared unconstitutional. Why should not the present be a fitting time not only for a truce, but in the same spirit of patriotism to devise a plan for the prevention of railroad strikes? The National Industrial Peace League, with headquarters at Chicago, has begun a campaign of education to secure through Congressional action a Board of Conciliation to hear disputes between employers and employees in interstate commerce. The plan provides that the members of the board in any particular dispute shall be placed under oath as are judges of the courts of the United States, and that appeals from its awards may be made to the Supreme Court. All trade unions and all corporations engaged in interstate commerce are to be registered and licensed, the former by the Department of Labor, the latter by the Department of Commerce. The Board of Conciliation shall have powers to take testimony, etc., similar to those of the Interstate Commerce Commission, and shall have power to fix, alter and establish wage scales, and to regulate the hours and conditions of employment. Great authority over both employers and employees would be conferred upon the Board of Conciliation, but there would always exist the right of appeal to the Supreme Court of the United States.

DON'T FORGET JAPAN **S**PURRED by the European crisis the Administration brought pressure on the Legislatures of Oregon and Idaho to drop the anti-alien land bills opposed by Japan. Although Japan is experiencing a political upheaval, the United States cannot afford at this critical time to subject the relations of the two powers to further strain. The dissolution of Parliament following upon the attempted assassination of Yukio Osaki, leader of the liberal element, is but a step in the fight to secure a new Japan with a ministry responsible not to the Emperor but to the people represented by Parliament. The war has brought great prosperity to Japan, especially to the middle class, and this has stimulated the growth of liberalism. The commercial rise of Japan is even more significant than her development as a military power. Whether there will ever be a military clash between Japan and the United States is open to question, but there is no doubt about commercial competition. Against our intelligence and ingenuity Japan places initiative and aggressiveness and a scale of wages and a standard of living before which the American worker must throw up his hands. For 2,577 years the Japanese government has been instilling habits of economy into the people. Government reports of daily wages in Japan in 1915 and in New York in 1914 give this comparison:

	JAPAN	NEW YORK
Bricklayer	40c	\$6
Carpenter	21c to 35c	\$6
Blacksmith	35c	\$1
Printer	17c	\$4.25

Japan can undersell American paper manufacturers, even after coming here for the raw material, taking it home to finish and bringing it back again across the Pacific. In no product in which labor is a large percentage of the cost can we compete with Japan. It is no wonder that Japanese business men, fearing a protective tariff that would curtail Japanese exports to America, welcomed the re-election of President Wilson.

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Their place in America's homes—millions of homes—that's an old story. Their place in commerce—that's newer. Their place in homes—educating, entertaining, inspiring—that has grown in the slow, steady strides of America's progress; their place in Commerce, by "leaps and bounds" alongside of the young giant of advertising. Their place in Commerce depends upon their ability to sell things: ability to create a demand, and therefore a market, where no demand or market existed before; their ability to reach people and make them think—to carry a commercial message and imprint it in the brain of a Nation; ability to raise a people's scale of living, and to nationalize their styles and fashions as well as their soaps and breakfast foods; their ability to build up and maintain commercial Good-will which business men yearly translate into assets worth millions of dollars. For instance: There was no demand or market for fountain pens when the pioneer, only by much persuading, launched his venture in a magazine in 1884. Yet a Nation, and then the world, were opened up to his, and later to other men's, fountain pens. What hours and days of women's work have been saved by various varieties of factory-preserved foods—from pickles to pineapples—made known through magazine advertising! There was no crying need for a handy camera, no demand for an inexpensive watch, yet in magazine advertising the makers of both made them equally famous. It required education to get people to accept "ready-made" music, but its creators educated the people so masterfully through magazine advertising that music is now practically universal in American homes. Nothing started enameled bathtubs on their way to popularity until the maker began to "feel out" the people with his "Health depends upon Sanitation" idea in magazine advertisements. That idea the magazines turned into a national hobby. Maybe you, Mr. Manufacturer, are making some article which Magazine Advertising can place in the homes of millions of people. We shall be glad to discuss ways and means with you.

NATIONAL PERIODICAL ASSOCIATION
(FOR FIFTEEN YEARS THE QUOIN CLUB)
FIFTH AVENUE BUILDING NEW YORK CITY



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MEN WHO ARE MAKING AMERICA

(Continued from page 216)

from-the-shoulder talk with the Czar for more than an hour. The Czar later told his Foreign Minister that Hammond had talked to him "man-to-man, not as a subject to his sovereign," an unusual experience for the ruler of all the Russias.

Since he left the Guggenheims Mr. Hammond has become deeply interested in irrigation. With associates, he is carrying out around the mouth of the Yaqui River, in Sonora, Mexico, the development of some 1,000 square miles of land, the largest irrigation project on the American continent. Already 30,000 acres are under cultivation. Another ambitious irrigation project which is bringing thousands of acres of orchards into existence is being carried out by the Mt. Whitney Power Company, California, the water in this case having to be pumped, by means of a system invented by Hammond. Among his various Mexican activities was the formation of the important Guanajuato Power Company.

Much of Mr. Hammond's time is now devoted to the public interest. He is particularly active in education, and delivers many lectures before students and other bodies. For some time he acted as Professor of Mining Engineering at Yale, which university he presented with a mining and metallurgical laboratory. Several honorary degrees have been conferred upon him. He is Chairman of the Economics Department of the National Civic Federation, and has labored assiduously to bring labor and capital to a better mutual understanding. He takes active participation in and is a generous supporter of hospital work. He is a notable advocate of international co-operation for the insuring of peace.

His political work won for him the presidency of the National League of Republican Clubs and President Taft offered him the post of Minister to China, a position Taft regarded as one of the most important of all diplomatic posts. As president of the Commission Extraordinary of the Panama Exposition, Mr. Hammond visited most of the capitals of Europe, interviewed rulers and foreign ministers and greatly helped to bring about the success of the Exposition. Mr. Hammond was selected as representative of the United States to the coronation of King George V.

Both in business and in politics Mr. Hammond advocates publicity. One of his contentions is that corporations protected by tariff should be compelled to publish the fullest information concerning their profits.

The time may soon come when America will have need of the services of a business-statesman of Hammond's caliber and experience. His knowledge—practical, technical, gathered-at-first-hand—of foreign countries' resources, industries and commerce, fit him to become an important and valuable figure in the momentous deliberations which must follow the restoration of peace. What America will then need is not parochial, untraveled politicians, but hard-headed, sophisticated business giants, familiar with the whole world and its economic workings.

Mr. Hammond, who declares "character is the real foundation of all worth-while success," can truthfully say, in the words of his intimate friend and correspondent, Kipling:

"Whate'er may come, thank God, I have lived and toiled with men."

Postscriptally, Mr. Hammond attributes no small share of his success to his intrepid wife who has never hesitated to share his hardships and perils.

Any "Men Who Are Making America" series of articles written ten years from now promises to include another John Hays Hammond. The son's achievements in directing torpedoes at sea by wireless from land has already made him famous. And this, it is declared, is not by any means the only important one of his many inventions.

CLASSIFIED ADVERTISING

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AGENTS: NOT EARNING \$900 YEARLY should let us show them how to make much more. We train the inexperienced. Write to-day. Novelty Cutlery Co., 38 Bar St., Canton, Ohio.

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AUTO TIRE PRICES HIGHER, SELL INSIDE (Armour) Tyres. Increase tire mileage, prevent punctures, blowouts, etc. Profitable seller. Free details. American Accessories Co., Dept. L., Cincinnati, O.

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WILL PAY \$10.00 TO \$750.00 FOR CERTAIN \$5.00 gold without motto. We want and offer cash premiums for all rare dollars, halves, quarters, dimes, nickels, cents, paper money and stamps. Send 4 to now. Get our Large Coin Circular. Numismatic Bank, Dept. 18, Fort Worth, Texas.

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LESLIE'S TRAVEL BUREAU which appears in the first and third issues to LESLIE'S readers who are planning to travel at home or abroad. Correspondents are requested to state definitely their destination and time at which the proposed trip is to be made. This will facilitate the work of this bureau. Stamps for reply should be enclosed. Address: Editor Travel Bureau, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.



HE DIDN'T KNOW HOW TO HANDLE MEN AND—



He LOST His Little Fortune

—his life's earnings. It wasn't much, but he lost it in a legitimate venture which should have paid big profits—with better management. A few basic business ideas, known to all big men of industry, if worked out in this man's life, would have made the difference between success and failure.

Why did he fail? He knew his business—he managed carefully—kept down his costs and got a good margin on his sales; all in all, he seemed due to "hold his own" with moderate success.

But along came a competitor who not only knew the business itself, but how to most successfully expand that business, how to do the things which got the orders away from the other fellow, how to successfully handle salesmen, buyers, clever advertising, winning correspondence, and the other methods of progressive business policy which, added to his actual inside knowledge of the trade itself, made a REAL Business General of him, and gave him an edge which drove the other fellow to the wall.

How to Deal with Human Nature in Business

is a new book by Sherwin Cody, famous business teacher of Chicago, who has already sent thousands of Americans along the road to business success.

The biggest men, the greatest firms in modern American business—Standard Oil, The Ingersoll Watch, Nueeda Biscuit, Sapolio, John Wanamaker,

What it Explains
It tells how to build up a business, why, where and when to sell things; why one man will succeed where another fails, how men's minds work, practical principles of correspondence, how to collect your bills by mail, what constitutes good salesmanship in person, in a letter, in an ad, how to follow-up a lead, how to get the order, what can and cannot be done, not to be done in merchandising, the what, when, why and where of trade shows, i.e., salesmanship, managing salesmen, doubling sales across the counter, etc., etc.—all of thousands of helps, hints, and plans for doing a bigger and better business.

For Everybody in Any Business

If you are an old man or a young man in real estate, drugs, insurance, contracting, manufacturing, advertising, wholesaling or retailing—if you want the spur, the start that builds big bank accounts—if you have your money invested or if you haven't a thing but just *ambition*—you cannot hope for success without a knowledge of the things this book teaches. It practically rounds off the plan which all BIG men are building upon. There are two ways of getting this knowledge: by long, long years of sad and costly experience, or by getting, reading, analyzing and acquiring as your own the facts, the plans, principles, and practices clearly and simply explained for every man in this great modern world.

Why Don't You Look Into it? Money Back—Absolutely!

Our long experience has told us that HERE is a book of REAL business guidance and experience-tested plans and methods. For \$2.12 with this coupon we will place this brand-new volume in your hands for inspection, all charges paid. If you do not think it is going to help you, return it within five days and we will refund what you have paid. Sign and send the coupon. Stamps, check or money order will do.

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Gentlemen—Send me postpaid "HOW TO DEAL WITH HUMAN NATURE IN BUSINESS." I enclose \$2.12. If the book is not satisfactory, I may return it within five days after receipt, you refund my money paid and I owe you nothing.

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WAY TO USE WATER-POWER

IN the name of conservation, laws have been passed which have rendered impossible the development of the nation's water-power. Four-fifths of our water-power energy which is feasible for commercial development is running to waste, and three-fourths of this waste is upon navigable streams under Federal control. This scandalous waste will continue so long as private capital is discouraged by drastic and impossible statutes from making investment. At a time when water-power has been made more and more available for use by the development of electrical transmission, the hands of capital in this field have been tied. Millions of dollars that might have gone into Alaska to utilize its vast water-power for the manufacture of nitrates for fertilizer and explosives, have sought outlet in Canada and Norway.

Rome G. Brown, Esq., of Minneapolis, in an address upon "The Necessity of Federal Waste Legislation" before the Civil Engineers' Society of St. Paul, points out the chief hazards and burdens upon private investment. The permit is for 50 years, and at the end of that time the permittee has no rights whatever. To protect himself the investor must charge enough for service to make up for loss of his investment. Not only so, but his permit may be revoked at any time without compensation. Even if these powers are not exercised, the possibility of it is enough to check investment.

Two measures—the Myers and Shields bills—the first covering water-powers on, and the second outside of the public domain, would repeal many drastic regulations and at least enable the prospective investor to know how he would come out on his investment. The investor is protected from confiscation of his property and the public interest is protected by requiring reasonable development.

NEW YORK'S BEST SHOWS

ATTRACTIOMS TO WHICH YOU MAY SAFELY TAKE YOUR WIFE OR SISTER

Aeolian Hall	Concerts	Leading artists in recitals
Astor	Her Soldier Boy	Military Musical comedy
Bandbox	The Lodger	An English play with English humor
Belasco	Little Lady in Blue	Dramatic comedy with Frances Star
Booth	A Successful Calvary	With William Gillette in the lead
Carnegie Hall	Concerts	Musical of a high class
Fulton	You're in Love	A new musical comedy
Lyric	The Century Girl	A big show with many stars
Lyric	Come Out of the Kitchen	A new comedy starring Ruth Chatterton
Cohan	Capt. Kidd, Jr.	Pleasant and amusing comedy
Harrigan	Washington Square	Four one-act plays
Criterion	Players	Lovelyable comedy
Elliott's	Upstairs and Down	A farce by John Currin
Eltinge	Johnny Get Your Gun	And other plays by Gerritson King
Empire	Great Catherine	Comedy-melodrama of merit
Fulton	Cheating Cheaters	A fantastic, fairy play
Lyric	A Kiss for Cinderella	A melodrama of Japanese invasion
Lyric	If—	Laughable comedy of rural life
Gaely	Turn to the Right	Laurette Taylor in comedy-drama
Globe	The Harp of Life	A musical comedy as Chinese give it
Harris	The Yellow Jacket	Annette Kellerman as an added feature
Hippodrome	The Big Show	Elsie Ferguson in a new comedy
Hudson	Shirley Kaye	David Warfield in an old favorite
Knickerbocker	The Music Master	A new musical comedy
Liberty	Have a Heart	Based on Steven S. Osherson's "The Wrong Box"
Little Theatre	The Morris Dance	William Billingsley in a farce-comedy
Longacre	Nothing but the Truth	Henry Miller in revival
Lyric	The Great Divide	With many well-known players
Lyric	The Wanderer	Metropolitan Opera Company
Manhattan	Grand Opera	A musical in a new theater
Metropolitan	Canary Cottage	Highly enjoyable musical comedy
Morosco	The Man Who Came Back	Tense and effective melodrama
New Amsterdam	Princess 7th week	A play of blind virtue with Nazimova
Playhouse	Love o' Mike	By and with Jane Cowl
Princess	Old Lady 3d	A comedy with music
Republic	The 13th Chair	Emma Dunn in a happy comedy
Shubert		A tense mystery melodrama
Shubert		
39th Street		
48th Street		
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GROWING OLD GRACEFULLY

The key to health in old age is the prevention of bowel disorder.

Constipation, which becomes more and more chronic with advancing years, frequently makes the burden of old age seem heavy indeed. Yet in most cases constipation can be entirely prevented by a little care in the matter of diet and by supplying in Nujol an efficient substitute for the mucus which exhausted nature no longer provides.

Nujol is not a bowel stimulant. It acts as an internal lubricant, softening the contents of the intestines, and so promoting normal evacuations.

NUJOL is bottled at the refinery and is sold only in pint bottles bearing the name Nujol and the imprint of the Standard Oil Company (New Jersey). Refuse substitutes—be sure you get the genuine.

STANDARD OIL COMPANY
(New Jersey)

Bayonne New Jersey



Send for booklet "THE RATIONAL TREATMENT OF CONSTIPATION." Write your name and address plainly below.

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Profound and abiding public confidence is the only business asset worth having; without it all other assets will vanish.

Perhaps the most valuable asset Goodyear had at the beginning of its career was an acute realization of this fact.

Such realization bore the purpose that every Goodyear Tire built should be good enough and strong enough to uphold the structure of good-will Goodyear hoped to rear.

Just as certainly, it exercises a similar influence in all our activities today—in the selection of material, on the making of the product, in the expenditure of labor and thought given to the conduct of our business.

How far have we come, under the direction of this first and most precious Goodyear asset?

More Goodyear Tires are sold to the motorists of America today than any other brand. Leadership, in a market solicited by more than 200 makes of tires, is an accomplished fact.

Isn't the Company carrying the unconditional indorsement of a plurality of American motorists, a good Company for you to deal with? Isn't the Tire carrying the responsibility of such indorsement a good Tire for you to own?

Goodyear Tires, Heavy Tourist Tubes and "Tire Saver" Accessories are easy to get from Goodyear Service Station Dealers everywhere.

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GOOD YEAR
AKRON

MOTORISTS' COLUMN

MOTOR DEPARTMENT

CONDUCTED BY H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycles, motor boats, accessories or State laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.



A PLEASURE CAR IN WAR-LIKE BUSINESS

The pleasure car in war times is not used only for the luxurious transportation of officers, but it may be impressed into more business-like service. The pleasure car depicted above was used to tow gun carriages and their crews from the armory to the point of encampment of the state militia.

SUPPLYING THE ARMY'S SEVEN-LEAGUE BOOTS

THE efficient army may still travel on its stomach, but that stomach must nowadays be carried, in turn, on the literal successor of the seven-league boots. Infantry afoot, crawling at a snail's pace, would reach the scene of a local disturbance long after its services had been needed.

The recent experience with the mobilization of troops for the Mexican Border has demonstrated that our army is woefully lacking in those seven-league boots. Railroad trains, of course, serve for long distance hauls, but the collection of the local units of the army at points of embarkation can only be hastened through the use of motor cars.

The 3,500,000 pleasure cars and trucks in this country have thus the potential ability to carry 15,000,000 troops 20 miles in an hour—theoretically. This is the equal of 300,000,000 "soldier miles" per hour.

Only a small amount of this potential ability of the privately-owned pleasure cars and trucks of this country could ever be required, and yet last summer throughout every section of the country, automobiles and trucks belonging to public-spirited individuals and corporations were pressed into service for assembling our National Guard. Touring cars were placed at the disposal of the officers, and trucks were employed for carrying troops, and in at least one instance, as indicated by the photograph at the head of this column, the pleasure car was called into service to haul heavy field pieces to the point of shipment.

To concentrate a large number of troops in any one section, as would be required in case of insurrection, riot or invasion, it would be necessary to organize the automobile owners in some manner that would enable the proper authorities to obtain an accurate idea of the "mobilizing ability" of each county or division of every state.

This need not consist of more than the registration of the car, its make and carrying capacity, and the name and address of each owner willing to donate his own time and the services of his vehicle to the cause of his state and country. Such registration would possibly avoid the danger of Government commandeering and would merely obligate the owner to be on hand, with his car, when needed in any acute situation which might arise.

The natural organizer of such a procedure would be the American Automobile Association, which, with its headquarters at the National Capital, and its local affiliated clubs of automobile owners in every important center, represents the principal federated spirit of the American motorist.

This list of owners, willing to place themselves and their cars at the disposal of the army, could be filed with the proper militia or regular army officer of that particular district. Would it not be of immense strategic advantage, for example, to know that within a radius of a certain railroad terminal there are the owners of, say, 300 five- and seven-passenger cars, 100 runabouts, and 50 trucks, ready and willing to move troops, supplies and armament to the desired camp site or other scene of activity requiring the presence of this unit of the army.

In thus serving as an auxiliary to our railroad facilities in time of military stress, the automobile would feel that he is cooperating with the Government along the very lines which have made his enjoyment of automobiling possible—efficiency in the highest and most patriotic interpretation of the word.

QUESTIONS OF GENERAL INTEREST

PECULIAR THEFT LAWS

H. R. T.: "I understand that in one of the New England states, automobile insurance companies are threatening to withdraw all motor car theft policies. What is the reason for this?"

In one state in particular, the law stipulates that no person can be convicted of theft of a car unless it can be proved that he seizes it with the intention of disposing of it for gain. It is difficult to prove the intent, as the culprit often can state merely that he was out for a joy ride. The offense then becomes a misdemeanor and insurance men are finding it more and more difficult under this law to obtain convictions for motor car theft.

ALCOHOL CONDENSER
P. T. R.: "I understand that several of the leading cars are now provided with the thermostatic control of the cooling water. Does not this tend to bring the temperature of a portion of the water, before it begins to circulate, to a point considerably above the boiling temperature of alcohol?"

This often happens. Consequently glycerine is sometimes used in the cooling system of such a car. This does not evaporate and one supply will last an entire winter. An ingenious attachment has recently been supplied, however, which conducts the evaporated water and alcohol into a condensing tank in which the vapor again becomes liquid and is fed back into the system. By this means a mixture of alcohol and water can be used for several thousand miles, even at a high temperature without undue loss from evaporation or boiling.

SPEEDING UP A COLD MOTOR
E. W. A.: "I find that the bearings of my engine have been worn badly during the recent cold weather. I cannot understand how this would happen, but (Continued on page 221)

HARNESSED POWER

Is your car hard to start? Does it slow down on hills? Do you have to change gears to "second" or does it fail to "pick up" on grades? Do lower rated h. p. cars pass yours on hills? Does the engine "knock"? Do you frequently have your valves ground? Do your cylinders load up with carbon in a hurry? Is your motor excessive on fuel and oil? Is it poor on compression? Does it waste power through incomplete combustion? Inefficient piston rings are the cause of all these troubles.

K-P THREE PIECE PISTON RINGS
are guaranteed to remedy all the above troubles. K-P Rings positively harness every ounce of power. There are so many reasons why K-P Rings are superior to all others, that we suggest that you send for our free book "Economy and Power." All up-to-date jobbers and dealers sell K-P Rings.

KEYS PISTON RING COMPANY
3001 Olive St.
St. Louis,
Mo.

MOTORISTS' COLUMN

(Continued from page 220)

have been told by a garage man that even the best oiling system will not always feed a sufficient amount of oil to the engine to permit of high speed when the motor is first started. Can you explain this difficulty to me?

In exceedingly cold weather oil will tend to congeal and not flow readily. If the engine is speeded up as soon as it is started, the oil will not reach the bearings in the proper quantities, and therefore, strange as it may seem, a cold motor is more susceptible to a hot bearing than one which has been run a sufficient length of time to bring the oil in the reservoir to the temperature at which it will flow freely.

HEADLIGHT REGULATIONS

H. R. F.: "Has there been any attempt made to standardize the various municipal and state laws to prevent dangerous glare?"

With few exceptions this is so far a matter of city regulation, although several states have passed laws on the matter. There is but little uniformity in the ordinances, and in too many the term "glare" is left to the discrimination of each individual officer. The American Automobile Association has sought to standardize the legislative work and has recommended a uniform law requiring all rays above a certain candle-power, at a given distance from the car, to be directed below a horizontal line drawn within 42° of the ground. After exhaustive investigation of the matter this is the remedy recommended by the Society of Automobile Engineers. The results may be brought about either by the use of special lenses, bulb attachments, or proper focusing and adjusting of the headlight brackets.

VALUE OF HIGH-GRADE GASOLINE

E. L. T.: "I remember seeing in the Motorists' Column some years ago a statement to the effect that gasoline of high test was not better, so far as its power-producing qualities were concerned, than that of a lower test. I notice that the instruction book of my new car speaks of the better results obtained from the high-grade gasoline."

A few years ago when some gasoline tested 76 Baume, and the lower tested 68 or 70, we pointed out that the cheaper gasoline, because it contained as many heat units per pound, really developed more power than the higher quality because of the greater density of the former. In other words, there would be a greater number of pounds per "tankful," and therefore a greater number of heat units per gallon. The depreciation in many grades of gasoline, however, has reached the point where even the best carburetors will not vaporize it completely.

ON WASHINGTON'S BIRTHDAY

Although we are a busy race,
With some new enterprise,
Or grand invention to complete
With every hour that flies,
No matter what the task may be
That we must leave undone,
On this, his natal day, we pause
To honor Washington.

No flimsy wreath of immortelles
Does Memory weave for him,
No perishable laurels that
The dust of Time may dim,
But to the February wind
We fling the starry flag
He planted in the solid rock
Of Freedom's topmost crag.

He put its glorious colors there,
His spirit keeps it still
Untarnished in its lofty place,
Secure from every ill.
In war and want or peace with all
Its blessings manifold,
He held his country and his flag
Above both fame and gold.

A thousand heroes rise and soar
Like rockets to the sky
To glitter for a little while,
Then rocket-like to die,
But high above Columbia's path
To guide her from afar,
Behold! still Washington remains
A fixed and shining star.

MINNA IRVING

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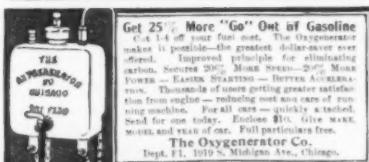
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25,000 and 30,000 miles. And still going.

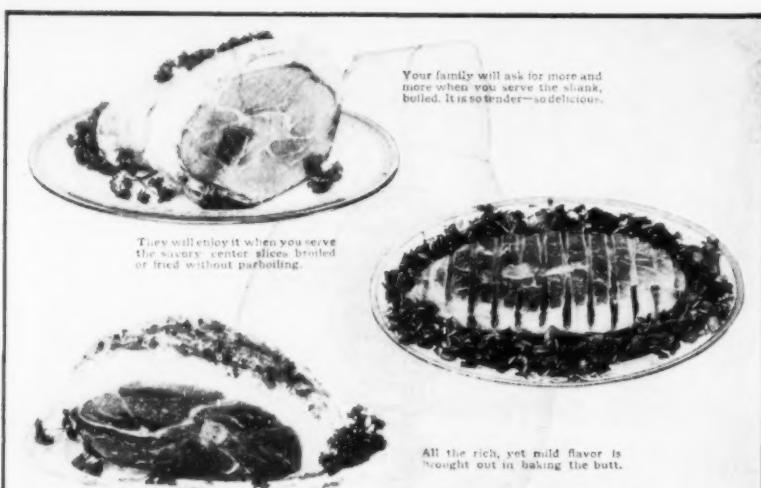
But the work of S-V for the coach company, though spectacular because of the number of tires employed, is merely an index to what this wonderful tire is doing in varied service, all over America.

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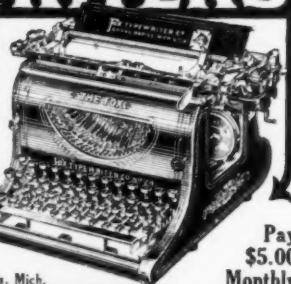
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WATCHING THE NATION'S BUSINESS

BY THOMAS F. LOGAN

LESLIE'S WEEKLY BUREAU, WASHINGTON, D. C.

RECALLING DIPLOMATS

A NATION may always ask for the recall of a diplomat without giving offense to the nation from which the diplomat is accredited, but when official communication is cut off, it is equivalent to declaring the offending nation an outlaw. The President felt that another warning to Germany would have meant little; that only by severing relations could he make Germany understand that this nation meant business. If anything would make Germany modify her program, he believed that this action would do so. War, he indicated, could be avoided if Germany would take steps to prevent any sacrifice of American ships and American lives. To be absolutely sure of this, however, Germany would have to revert to her former policy of giving warning and time to escape, since she cannot know whether Americans are on board the attacked merchantman.

SECTIONAL TALK DEPLORED

MAJORITY leader Kitchin, speaking on the new revenue measure, has denied that he ever said that as the North had led in the cry of preparedness it should be compelled to foot the bills. Yet it has been estimated that of the \$200,000,000 to be raised through the excess profits tax more than half will come from 12 northern States and about four per cent from 11 southern States. The debate thus far on the revenue bill has been along bitter sectional lines. Representative Gardner, of Massachusetts, prophesied that sectional legislation would lead to a reduction of representation from the South. Representative Howard of Georgia, retorted that threats of a force bill might bring about another division between the North and the South. The significant statement of Mr. Gardner that "sectionalism breeds sectionalism" reaches the kernel of the situation and should serve to check indulgence in sectional talk. The truth about the excess profits tax is that it will bear down upon the consumer everywhere. The consumer lives in the South as well as in the North and the West. The manufacturers and the wholesalers and retailers will figure on the tax a bit more liberally than the House Ways and Means Committee, and then pass the burden on to him.

FIGHT FOR HONEST ADVERTISING

THE fight "to protect the public against dishonest advertising and false pretenses in merchandising" as comprehended in the terms of the Stephens-Ashurst bill is making favorable progress, and the friends of the measure look to its being reported from the House Committee on Interstate and Foreign Commerce soon. The evidence taken before the committee has been uniformly against the claims of the "cut rate" dealers that their articles were equal in merit and quality to standard trade-marked goods. Scientific tests of underwear represented as being "as good" as the well-known brands disclosed shortages in every measurement, cheaper quality of material and inferior stitching and workmanship. It is noteworthy that the Housewives' League of America, which is interested in reducing the high cost of living, has urged the passage of the bill.

THE PRESIDENT'S VISITS TO THE CAPITOL

DOILY trips to the Capitol by the President have been regarded as hardly the proper thing by a number of Congressmen, who do not relish the relative positions of teacher and pupil which the visits imply. Some look upon them as equivalent to "holding court," although the setting has in every instance been quite simple and informal. Others take the view that the rights of Congress are being infringed upon, others

welcome the departure from tradition, and still others are not particularly concerned about it one way or another. Washington is said to have tried the same means of influencing recalcitrant lawmakers, and met with a rebuff that led him to declare with a mighty oath that he would never repeat the experiment. Unquestionably the President's visits have been in the public interest. His legislative program, however, will practically go by the board, despite his efforts to push it through, unless he calls an extra session. This he is disinclined to do, and, with the House membership at close balance, it is doubtful if he can mold the next Congress to his purpose any better than he has the one now in session.

A BIG MEXICAN BILL TO FOOT

COINCIDENT with the ordering of General Pershing's troops out of Mexico, Senator Stone, chairman of the Senate Foreign Relations Committee, was quoted as saying that he was getting tired of "monkeying with Mexico," and that he thought the United States should give that country a "thrashing" now and make her behave. It is not clear how the situation has been improved through the withdrawal of the American soldiery. Under Mexico's new constitution, the rights of all foreigners in Mexico have been abrogated. Concessions heretofore granted are virtually set aside through the imposition of preposterous conditions. Diplomatic agents of both Great Britain and France in Mexico have protested formally against the recent seizure of the metallic reserve of the National Bank of Mexico and the Bank of London and Mexico, funds amounting to 9,000,000 pesos having been obtained from these banks by recourse to a forced loan. The net results of the pursuit of Villa seem to have been an expenditure of many millions of dollars and an increased hatred of the Mexicans against the United States. If the Monroe Doctrine is to be enforced, this country should collect the indemnity piling up in the books of other nations against the *de facto* Government in Mexico.

THE VETOED BY THREE PRESIDENTS

THE literacy test of the immigration bill cannot possibly be a success in determining the elements requisite to good citizenship. On this point every President who has been confronted with a bill containing this restriction has taken the side of good judgment and common sense. President Cleveland vetoed the first bill containing a literacy test on March 2, 1897, on the eve of leaving office. President Taft signified his disapproval on February 14, 1913, shortly before retirement. President Wilson's veto on January 29 last was his second, the one previous having been exercised almost exactly two years earlier. That portion of President Wilson's last veto message which says, "I cannot rid myself of the conviction that the literacy test constitutes a radical change in the policy of the nation which is not justified in principle," almost parallels the language of Cleveland.

THE SHIPPING BOARD FIASCO

IS it possible for the Government to obtain the services of business men on commissions and boards created to serve business interests, without consulting geographical or political exigencies? The question is raised by the appointment of Bernard N. Baker to a place on the new shipping board, and his prompt resignation following Secretary McAdoo's attempt to select his chairman. Mr. Baker's intimate knowledge of shipping matters fully qualified him for the appointment. Mr. McAdoo suggested that "it would be wise under the circumstances if the board would consider giving the chairmanship to the Pacific coast." The immediate tender of Mr. Baker's resignation explains where he stands on the question.

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EXPORT PROMOTION BUREAU

EDITED BY W. E. AUGENBAUGH

CUBA, since the beginning of the war has prospered more than any of the other Latin-American Republics primarily because her leading staple, sugar, is in demand everywhere. When one considers that of Cuba's 45,881 square miles of territory, less than 4 per cent. is devoted to the raising of cane, with about 42 per cent. of her acreage available for this crop, it becomes apparent that that country is to be the scene of a wonderful future development in the sugar line. The price of land has gone up all over the island. The laboring classes and the small farmers have never had so much money. Unfamiliar with systematic saving and suspicious of banks they spend their income almost as fast as they get it. Hence, Cuba has developed into an excellent market and an increasing demand exists for all classes of goods, necessities and luxuries. American made goods are given the preference. A large percentage of the people speak English, especially store keepers and merchants, and the opportunity offered for American manufacturers to test foreign markets with their products is ideal. Fortunately there are ample transportation facilities between the leading ports of the United States and Cuba. It may be well to mention that more merchandise enters and leaves the harbor of Havana than leaves any in the United States, except New York, there being 22 steamers per week to the various ports of this country. For those who believe that Cuba is a land of disease, poor hotels, and miserable travel facilities let me say that to-day, thanks to American intervention, the "Pearl of the Antilles" ranks as the second healthiest country in the world, having a mortality rate of 12.6 per thousand as against Australia's 12 and the United States' 15. Throughout the island are to be found excellent hotels. About 2,300 miles of steam railroads and 200 miles of electric railways of the most modern American type carry the traveler in luxury, through delightful scenery, to the leading cities which are as modern as any in the world. Banking facilities are all that could be desired and the financial standing of Cuban merchants is very good.

Albert P. Taylor of Honolulu has worked out a plan whereby an institution along the lines of the Pan-American Union may be evolved to do for Hawaii, Alaska, the Philippines, Guam and American Samoa what the Union has done for North, Central and South America. There can be no doubt but that these overseas units of the American government have a more substantial claim on the United States for special exploitation and development at the hands of the government than the Latin-American nations. These countries contribute largely to the revenues of our government, Hawaii for example yielding annually approximately \$2,000,000. Last year her sugar crop amounted to over \$60,000,000. The Philippines are an empire in themselves and the wealth of Alaska has barely been scratched. Mr. Taylor's plan should receive the hearty support of our government as well as our business men.

ANSWERS TO INQUIRIES

Readers of LESLIE'S interested in export trade of any description are invited to ask advice or help from Mr. Augenbaugh, who will answer all inquiries promptly by mail. Such answers as are of general interest are printed under this heading. This service is entirely free.

L. R. I suggest that you address the Colombian Minister, Washington, D. C., to get details for preparing estimates for the harbor to be built on the Pacific Coast.

L. T. I doubt if a modern manicure parlor would pay in Latin-America, outside of Buenos Aires, or Rio Janiero. Havana might be a good location during the tourist season.

C. B. G. Catholic religious articles sell well throughout Latin-America. Most of them come from France, Spain and Italy. Cuba would be a good country in which to make an initial trip with this line.

A. J. B. I would not advise a railroad telegrapher to endeavor to secure work at his trade in Latin-America or the Orient. Natives fill these positions and receive very small pay. Besides one must know the local tongue.

C. W. G. I doubt if a profitable glove manufacturer could be established in Latin-America. Buenos Aires or Rio de Janiero would be the best localities for such a venture. Germany and France formerly supplied these articles.

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Absolutely pure. Just enough charcoal to sweeten the stomach



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JASPER'S HINTS TO MONEY-MAKERS



THE NATION'S BUSINESS MEN IN SESSION

Leading business men from all over the country recently attended the fifth annual meeting of the Chamber of Commerce of the United States of America, at Washington. Railroad legislation, national defense and many other live topics were discussed. The Chamber speaks for more than 300,000 firms, corporations and business men. This photograph shows the directors in session. R. Goodwin Rhett, president, of Charleston, S. C., is at head of table in foreground. Back of Mr. Rhett (right to left, to foot of table), are Thomas Burke, Seattle; John H. Fahey, Boston; E. T. Meredith, Des Moines; S. B. Anderson, Memphis; William H. Douglas, New York; Edward A. Filene, Boston; John Joy Edson, Washington, treasurer of the chamber; standing, Elliot H. Goodwin, secretary, and D. A. Skinner, assistant secretary. At end of table opposite Mr. Rhett is James Couzens, Detroit. Sitting next to table, on left, front to rear, L. S. Gillette, Minneapolis; Howell Cheney, South Manchester, Ct.; C. A. McCormick, New Brunswick, N. J.; and William Butterfield, Moline, Ill. Next to wall, on left, front to rear, Leon C. Simon, New Orleans; A. I. Esberg, San Francisco; James R. MacCall, Providence, and Joseph H. Deffrees, Chicago, chairman of the executive committee. Between the two rows, G. A. Hollister, Rochester, N. Y.

NOTICE.—Subscribers to *LESLIE'S WEEKLY* at the home office, 225 Fifth Avenue, New York, at the full cash subscription rate of five dollars, will be placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of *LESLIE'S JUDGE COMPANY*, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be enclosed, sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, *LESLIE'S WEEKLY*, 225 Fifth Ave., New York. Anonymous communications will not be answered.

THINGS move in a circle in Wall Street.

The war stocks, some of the industrial stocks and the railway shares have all had a setback. Now it is the turn of the bond market to suffer.

War and peace rumors seems to be the fundamental factors that Wall Street considers. On the declaration of war, over two and a half years ago, the market had a panicky break. Then on our enormous exports, it had almost a panicky rise. With rumors of peace, came another break and with rumors of a possible war with Germany, the market showed strength again. This discloses what an emotional people we are.

The bond market is weakening on the prospect that we may be seriously involved with Germany. This will, of course, result in a heavy issue of bonds by our Government and as these would be free from taxes and gilt-edged, they would have the call over all other securities.

It will be remembered that in 1898, during the Spanish War, our Government authorized a war loan of \$400,000,000 3 per cent bonds and made them popular by offering them in denominations as low as \$20. The first and only offer of \$200,000,000 within a month was over-subscribed seven times, though these were only 3 per cents.

As foreign bonds are now offered to us of good quality that pay between 6 and 7 per cent, it is generally believed that a large loan by our Government will have to be placed at better than 3 per cent and if so, the popular subscriptions for it will undoubtedly be as heavy as for the Spanish war loan. I know of many investors who are setting their funds aside in the belief that a good opportunity to buy United States bonds will present itself if we become seriously involved in the European struggle.

The tendency of the market under such conditions is naturally toward conservatism. Investors are watching the outcome of the situation with more interest than anxiety. They feel that if we are led into the war, the "war babies" will once more become war

giants and the demand for our raw products and food supplies will be as great as ever. Of course, there is the possibility that Germany's submarine warfare may seriously handicap shipments. If it should do so, many of our industries would suffer, but no one seems to believe that this is probable.

As long as business conditions are as good as they have been of late, with money plentiful, wages high and capital seeking investment, it would seem more profitable to look for strength rather than weakness in the stock market.

S., Zanesville, Ohio: I would not sell a dividend paying copper at a loss, but if I had a profit I would take it.

Z., New York City: The new American Ice common has been quoted on the curb as high as \$10 and certainly has value. The exchange seems desirable.

W., Petoskey, Mich.: Swift & Co. stock is so highly regarded that only a panicky break in the best securities would cause a serious decline in it, and this seems improbable at present.

H., Statesboro, Ga.; H. H. R., Houston, Texas: All the oil stocks have risen too far and too fast, even the S. O. group. Sinclair and Union Oil do not look especially attractive. Texas Company is better.

B., Quogue, N. Y.: Inspiration Con. Copper, Union Pac., and N. Y. C. are all dividend payers. It is always wiser to hold than to sell them at a material loss, for the market must come back if you can hold out.

M., Leavenworth, Kansas: C. F. & I., participating in enormous earnings of all the big iron concerns, looks like a better purchase than Wabash preferred A. Many think peace will affect our leading industries favorably, for a year or two.

L., Steelton, Pa.: The Wright-Martin shares, which were selling as low as \$11 when I called attention to them, went up to \$14 as soon as our war trouble broke out. The preferred around 50 is a better investment, and the common the better speculation.

D., Sutherlin, Ore.: Any scheme to sell you a lot on the prospect that oil may be discovered on it is too speculative to consider for one moment. No careful investor would go into such an enterprise—a gambler might.

F., Granite City, Ill.: National Enameling & Stamping Co. had a deficit in 1914, but showed a good surplus in 1915. Earnings also increased in 1916. As no dividend is in sight on the common, it is a long-pull speculation. I would not advise its purchase on a margin.

B., Ann Arbor, Mich.: Bethlehem's Steel earnings are enormous, and doubtless dividends on the new stock are sure. But the fact that it is to be given no voting power appears to be a grave mistake. Control of the company is left in the hands of owners of a small minority.

M., Lyndora, Pa.: A multitude of new oil companies, like Amalgamated, are seeking to sell their shares. Conservative investors do not put their money in such enterprises. They buy shares of well-established dividend payers that prove that they are "safe and paying propositions."

W., Pittsburgh, Pa.; N., Providence, R. I.: New Haven is passing through its crucial period. If Mr. Elliott sticks to his task he can pull the road through, but it is badly handicapped by adverse influences. Under existing conditions the stock is decidedly speculative, but I would not sacrifice it at a loss.

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Our Louisiana, Mississippi and Texas Farm Mortgages net 6 per cent to the buyer and offer prime quality for high-return investments.

They are based on not more than 50 per cent actual selling value of the land which must be under actual cultivation and productive.

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This form of highly profitable investment not only safeguards the investor but relieves him of all worry and collection troubles since we mail checks direct to mortgage owner for both principal and interest as they mature.

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(Formerly of Fort Worth, Tex.)

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CAPITAL \$1,500,000.00
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Why not accept their invitations, by writing today for the complete and accurate investment advice which is waiting simply for your request?

The fact that your first investments may be small need not cause you the slightest hesitation. These financial houses are genuinely interested in making your present investments so successful that your future investments will be larger.

Lester O'Farrell
Advertising Manager.

Leslie's
Illustrated Weekly
Newspaper

(Continued on page 226)

E., Berwick, Pa.: K. C. So. pfd. is "a reasonably safe investment," N. Pac. and Great Northern pfd. have a longer dividend-paying record. As original propositions I should prefer them.

B., Boston, Mass.: Isle Royale Copper Co. has large and valuable holdings and is paying \$4 per year, a good return on the market price of \$34. The mine is a high-cost producer. Otherwise the stock might sell higher.

W., Memphis, Tenn.: I certainly do not advise the purchase at 25 cents a share or any other figure of the stock of the Cuban-Amer. Pet. Co. Why should you furnish funds for some one else to speculate with? Shrewd investors never do it.

Jackson, Oneida, N. Y.: The Jones Bros. Tea Co. is one of the most profitable and best-managed chain-store systems of its kind in the country, and the shares around 48, with probabilities of early dividends, are attractive, in view of handsome advances in other chain-store stocks.

Ford Tractor, Boston: I advise you not to touch the Ford Tractor Company stock. The literature being sent around, some in the form of Western Union telegrams, doesn't commend it to investors. I cannot understand how the public will put its money into enterprises boosted by lurid literature.

B., Pittsburgh, Pa.: With its 5 per cent. regular and its extra dividends Butte & Superior would seem entitled to sell higher. But it is a zinc producer and its profits are largely due to the high price of zinc, which may decline after the war. Evening up on good reactions might improve your position.

Chester, Pa.: Among the good railroad stocks are Atchison, N. Y. C., So. Pac., Union Pac., Lehigh, Norfolk & Western, and C. C. C. & St. L. pfd. Good industrials include American Sugar com. and pfd., American Smelting, National Lead com. and pfd., U. S. Steel com. and pfd., U. B. & P. (new), International Paper pfd., Corn Products pfd.

H., Washington, D. C.: Railroad net earnings reached their peak at the close of 1916. Unless railroads receive fair treatment, they are selling high enough. Norfolk & Western is a good property, and in a panic-like break the shares can be bought safely. I could not fix a price. Usually the lowest of the last bad break is a fair one on which to start to buy.

Cleveland, Ohio: Midvale Steel is more attractive than before it went on a dividend basis. Among other good investments for a man with \$600 to \$1000 are U. B. & P. (new), Corn Products preferred and American Beet Sugar, for the present, Union Pacific and Atchison preferred for the future. A sound real estate mortgage is one of the safest of investments.

Chicago, Boston: The American Chicle Company's net profits last year were \$27,526.78, an increase of more than \$175,000 over 1915. The decided improvement in the Company's business under the management of President Darwin R. James, Jr., probably accounts for the recent advance in the common stock to around 60. The preferred around \$5, paying 6 per cent., looks attractive.

D., Louisville, Ky.: U. S. Steel's large earnings might warrant increased dividends, but it would be better in the end for the stockholders to maintain present rate. In case of renewed market activity the stock should advance. Whether it will be as desirable a purchase after the war as at present depends on whether the lack of tariff protection will subject the company to powerful foreign competition. Hold for the present.

K., Lancaster, Pa.: Advance-Rumely is a reorganized company with assessments paid. There will doubtless be a great demand for agricultural appliances after the war, but this company has to meet competition of much stronger ones. The common is too long a pull for a conservative investor, and even the preferred is not attractive. Hold Erie common for the present.

R., Richmond, Va.: 1. United Motors is still a well-regarded speculation. The companies controlled by the corporation are all established and successful, and it would seem that eventually the stock you hold would be a dividend payer. Don't sacrifice it. 2. C. F. & L.'s earnings show better every quarter. The current dividend on the preferred has been paid in addition to all the accumulated dividend. I think well of common.

F., New Orleans, La.: American Locomotive Co.'s report for 6 months ended Dec. 31, 1916, indicates a surplus available for dividends of \$3,630,000, or \$803,000 more than in the last 6 months of 1915. This is a good showing, but it would have been much better had there not been a tremendous increase in expenses. Gross earnings increased about 164 per cent., but net only about 28 per cent. Earnings per share for the last half of 1916 were at the rate of only \$22 for the year, compared with \$36 for the year ending June 30, 1916.

W., Minneapolis, Minn.: The leading motor car manufacturers report a good business outlook, and the bearish drive against motor stocks seems to have ended. While there was at one time some internal trouble in the Maxwell Company, there is none now. Information from the company's auditors indicates that it will earn this year \$4,500,000, or more, and that there is no likelihood that dividends will be discontinued. It would appear wise not to sacrifice your stock. The company is in very competent and strong financial hands.

T., Toledo, Ohio: Federal Dye Staff & Chemical Corp. was incorporated in June, 1916, with 300,000 shares of no par value. It succeeded, and acquired the assets of, another company. It issued \$2,900,000 of 2-year 6 per cent. notes convertible after Dec. 31, 1916, into stock. A vigorous stock-selling campaign followed organization of the company. Recently Pres. Geo. T. Bishop, Vice-President Ralph Fuller and Directors Mark W. Potter and E. G. Tillotson of Cleveland, Ohio, resigned, owing, it is said, to differences over matters of policy. I don't advise it as an investment.

UNCLE SAM'S NEW LOAN

PROSPECTS of a new issue of United States Government bonds gave rise to much comment recently in financial circles.

Together with some criticism of a governmental policy which had made such action inevitable, even had the nation not been brought to "the verge of war," it was everywhere conceded that in the present exigency the issue could not be averted. The effect of the flotation on the senior securities of private corporations and on the obligations of foreign governments was at once seriously considered. The new bonds need bear only a low interest rate, because of their absolutely gilt-edged quality. They will outclass all other issues in point of security, besides being tax-exempt. Controllers of trust funds and others who seek perfectly safe investments rather than liberal yields will be eager to purchase these evidences of government indebtedness. They will prefer them not only to railroad, industrial and public utility bonds, but also to British, French, Russian or any other foreign bonds, though these may offer higher returns.

Undoubtedly, no matter how large may be the amount of the new American loan, it will be many times over-subscribed. The appearance of the securities cannot fail to materially influence for a while the bond market in general. They will probably conduct to the lowering of prices all around, and this will create an opportunity for the wideawake buyer. Good bonds are well worth lately prevailing figures, and their intrinsic value will not be any less when Uncle Sam opens his sale. This fact will doubtless be widely appreciated and result in increasing demand. The great majority of bond buyers, while they desire reasonable safety, want a more generous return than our government will assure. They will not cease to be on the alert for bargains and will snap up any that are offered. It is not likely that the bond houses will lack business in 1917.

F., New York City: Anglo French \$100 bonds are considered safe. City of Paris \$100 bonds are well regarded. Of course there are American bonds that are equally attractive.

D., Elizabeth, N. J.: Argentine Government bonds are safe, but they are not so highly regarded as the issues of richer nations. The possibility of further flotations of Argentine bonds in this country is not a strengthening factor.

M. S., Philadelphia, Pa.: At current prices the United States Rubber first and ref. 5s, Series A, yield over 5.2 per cent. A sinking fund, operative Jan. 1st, 1919, and annually thereafter, of 1 per cent. is due to be applied to purchasing and retiring the bonds at not over 105 and interest, and the issue as a whole is callable at 105 and interest on and after Jan. 1st, 1920.

N. N., Duluth, Minn.: The five Canadian bond issues concerning which you inquire yield about as follows: City of Montreal 5s, due November, 1956, 5.05 per cent., due May 1st, 1918, 4.8 per cent., Province of Ontario 4 $\frac{1}{2}$ s, due May 1st, 1925, 4.9 per cent., 5s, due December, 1926, 5 per cent.; Province of Quebec 5s, due November, 1956, 5.05 per cent.

R. T., Paterson, N. J.: Interest on Hudson & Manhattan first lien and ref. 5 per cent. bonds of 1957 is believed to be safe, as the company is able to pay dividends of 2 per cent. on its adjustment income bonds. Increased earnings are anticipated and a stronger position for each of these issues, whose market price is now low. The adjustment incomes become 5 per cent. cumulative after Jan. 1st, 1920.

C. Y.: Richmond, Va.: Wilson, N. C., 5 per cent. serial street improvement bonds are a short-term municipal investment of the kind to which you refer. These bonds are from one to nine-year maturities dated Dec. 1st, 1916, and are coupon bonds in denominations of \$1000 each. For maturities from Dec. 1st, 1917 to 1920 inclusive to yield 4.2 per cent. Maturities from Dec. 1st, 1921 to 1925 inclusive, to yield 4.25 per cent.

C., Neshanee Station, N. J.: L. Distillers Securities 5's are a fair business man's investment, though I would rather have bonds of a company less dependent on war orders for prosperity. N. Y. Railways adjustment 5's are selling very low because of uncertainty as to the amount of their yield. Seaboard Air Line adjustment 6's are a better investment, but not so desirable as the first mort. bonds of good railroad or industrial corporations.

M. C. S., Louisville, Ky.: The city of Austin (Tex.) 4 $\frac{1}{2}$ s about which you inquire are legal security for postal savings deposits and are exempt from federal income tax. At current prices they net from 4.1 per cent. to 4.65 per cent. The city of Port Arthur (Tex.) municipal 5s are also free from federal income tax and acceptable as security for postal savings deposits up to 75 per cent. The commerce of Port Arthur approximates \$50,000,000 annually.

Income Tax Law

Digest and Record Book for Individuals

This is a simplified interpretation of the provisions of the revised law as it affects individuals. The book contains ruled pages for the listing of all items of income exempt and taxable.

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The demand for bonds of the better-known municipalities is so great that their income yield is comparatively low. Yet there are many progressive and prosperous communities whose bonds, safeguarded by carefully drawn and well administered laws, yield considerably more than the average.

Among the latter are the Canadian municipals, which now yield as high as 6% because their English market has been cut off by the war.

We own and offer a well-selected list of municipals at prices to yield from 3.85% to 6%.

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Use a White Cross Electric Vibrator to banish backache, headache, rheumatism, catarrh, constipation, weak eyes, nervous exhaustion and general debility. Nature is fighting all the time to make you beautiful. With the help of vibration she may succeed.

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Strength that is more than mere muscular strength—the strength of robust manhood may be yours through vibration. You can regain the springy, elastic step of youth, the calm nerves, the plump, sound flesh and muscles, the tingle of perfect health. The White Cross Electric Vibrator is the busy man's safeguard against ill health and disease.



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With a White Cross Electric Vibrator you can make a perfect vibrating chair out of an ordinary rocker. Nervous, worn-out, irritable men and women obtain instant and permanent relief from the vibrating chair than from hundreds of dollars' worth of medicines.

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Name _____

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My Electrical Dealer's Name is _____

JASPER'S HINTS TO MONEY-MAKERS

(Continued from page 225)

1. San Antonio, Tex.: 1. Texas & Pac. R.R. was placed in the hands of receivers as the result of suits against it for interest on income bonds and notes. It would be better to hold your stock for the present. 2. There should be a good future for the Denver & Rio Grande R.R. Its trouble with Western Pacific is not yet settled, but probably some compromise will be arrived at.

2. Bridgeport, Conn.: 1. American Type Founders is a seasoned dividend payer and the return is so good that I would not advise disturbing the investment. 2. U. S. Steel pfd., about \$120, yielding nearly 6 per cent., Union Bag & Paper, at about \$110, paying 6 per cent. and occasional special dividends. Corn Products pfd., about \$103, yielding 7 per cent., and with arrears of dividend being gradually paid up; National Lead pfd., about \$113, paying 7 per cent., U. S. Rubber first pfd., about \$111, paying 8 per cent. and American Sugar pfd., about \$112, paying 7 per cent., are among the best of the preferred stocks. 3. Maxwell Motors first pfd. is a good business man's investment, and Phila. Company com. a good speculative purchase.

New York, February 15, 1917. JASPER.

FREE BOOKLETS FOR INVESTORS

Readers who are interested in investments, and who desire to secure booklets, circulars of information, daily and weekly market letters and information to particular investments in stock, bonds or mortgages, will find many helpful suggestions in the announcements by our advertisers, offering to send, without charge, information compiled with care and often at much expense. A digest of some special circulars of timely interest, offered without charge or obligation to readers of *Leslie's*, follows:

What is to be the future of the motor stocks? You will be better equipped to answer this question if you study the free Statistical Book issued by L. R. Latrobe & Co., 111 Broadway, New York. Ask Latrobe & Co. to send you book No. 10.

In Florida where the legal rate is high, mortgages bear a low and constant interest. Those who are interested in this field should apply to G. L. Miller & Co., Inc., 5 Bank & Trust Co. Bldg., Miami, Fla., for their free circular "Some Reasons Why."

First farm mortgages paying 6 per cent., and well secured by lands in Oklahoma, are the offering of Aurelius-Swanson Co., Inc., 28 State National Bank Bldg., Oklahoma City, Okla. The company will send to any address its free descriptive booklet with a list of loans from \$300 to \$10,000.

By cutting off their necks in England, the war has created a great market for Canadian municipal bonds. Some of these may now be had at prices to yield 5½ to 6 per cent. The Tillotson & Wollcott Co., Cleveland, Ohio, and 115 Broadway, New York, will send their latest free circular containing a list of such issues to any interested investor.

The well-posted investor has many chances of success than the uninformed one. Read "The Bachar Review," and you will learn the effect of current events on the securities market and will receive suggestions for investments. Copies mailed free on application to J. S. Bachar & Co., members, New York Stock Exchange, 42 Broadway, New York.

Progressive farmers of Wisconsin borrow considerable money to enlarge their operations. Their fertile acres form a fine basis for loans. Marsham & May Co., farm mortgage investments, 1222 First National Bank Bldg., Milwaukee, Wis., have published a brief readable pamphlet about their Dairy Farm Mortgages which entitles interested parties to make arrangements that bring a good return. The pamphlet may be had without charge.

Securities which are endorsed by the banks are certainly good purchases for the average investor. Hundreds of banks have bought the first mortgage serial bonds offered by S. W. Straus & Co., 150 Broadway, New York, and Straus Bldg., Chicago, who have been in successful business for 35 years. These issues are safe, stable and bear the attractive yield of 5½ per cent. Write to Straus & Co. for investment list No. D-703, giving all the particulars.

Even government bonds have a strong rival in first mortgage farm security bonds. Securities of this character, yielding 5 to 6 per cent. and based on improved lands in leading agricultural states have been dealt in for years by the American Trust Co. of St. Louis, a prosperous institution. The bonds are in amounts of \$100 and upwards. Send to Investment Dept., American Trust Co., St. Louis, Mo., for book No. 152, "Farm Mortgages," free interesting illustrated publication.

Besides the intrinsic worth of securities, the care and concern over consider the reliability of the houses he deals with. The National City Co., National City Bank Bldg., New York, is an investment organization which covers the entire country and is in close affiliation with the world's investment markets. Its offerings show great range and diversity. Its list of foreign government, U. S. Government, municipal, railroad, industrial and public utility bonds will be sent free, on request for circular L-62.

few dollars only are needed to start one on the fast-growing road toward being a capitalist. One has only to utilize the partial payment plan. Under it may be purchased stocks and bonds in any amount, from a single unit up, on a small initial payment and subsequent moderate monthly installments. Free booklet A-2, "The Partial Payment Plan," imparting information of interest to all thrifty people will be sent gratis to any applicant by Sheldon, Morgan & Co., members New York Stock Exchange, 42 Broadway, New York.

Cuba already the second richest per capita country in the world, is worth the investment. Its vast natural resources are being rapidly developed. As one step in this direction, the Banco Territorial de Cuba, with a capital of \$5,000,000, has been exclusively authorized by the Cuban government to issue mortgage bonds on Cuban real estate. The bank is virtually under government control, and the bonds are secured by assets three times their face value. They are in the denomination of \$100, pay 6 per cent., and may be bought on partial payments. These securities are dealt in by the Bankers' Loan & Securities Co., 623 Common St., New Orleans, La. To anybody who will write on his letterhead or enclose a business card, this company will send four interesting books describing the Cuban Government, the industries, the agricultural development and the investment opportunities of the island.

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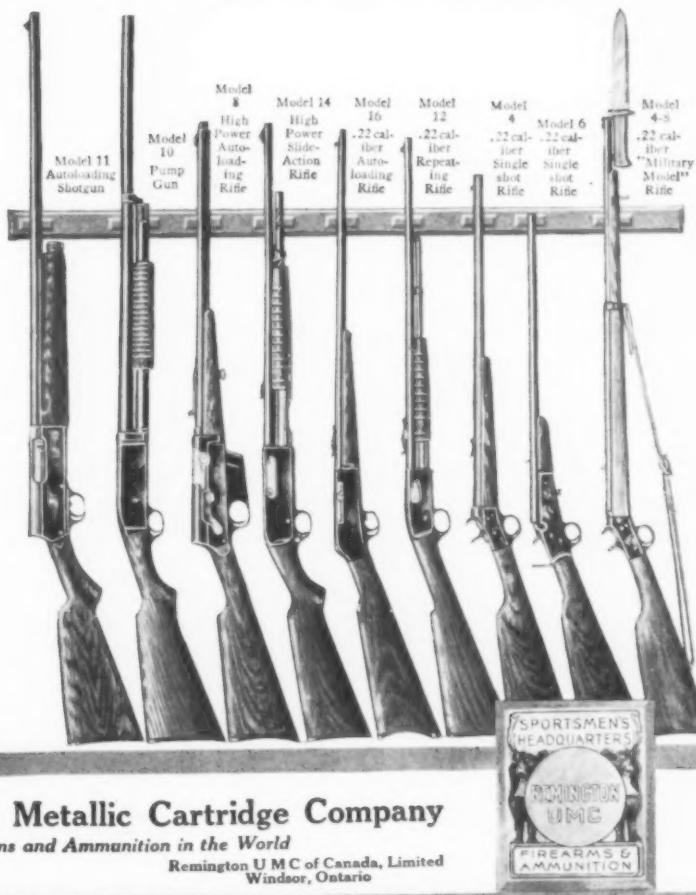
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embody a mechanical skill and special knowledge found nowhere else in the sporting arms world.

The up and coming dealer sees the signs of the times.

He may still carry a few odds and ends for certain old-line customers. But more and more he is cleaning up his stocks — concentrating on the Remington UMC arms and ammunition that the progressive sportsman wants—displaying the *Red Ball Mark of Remington UMC*, the sign of Sportsmen's Headquarters in every town.

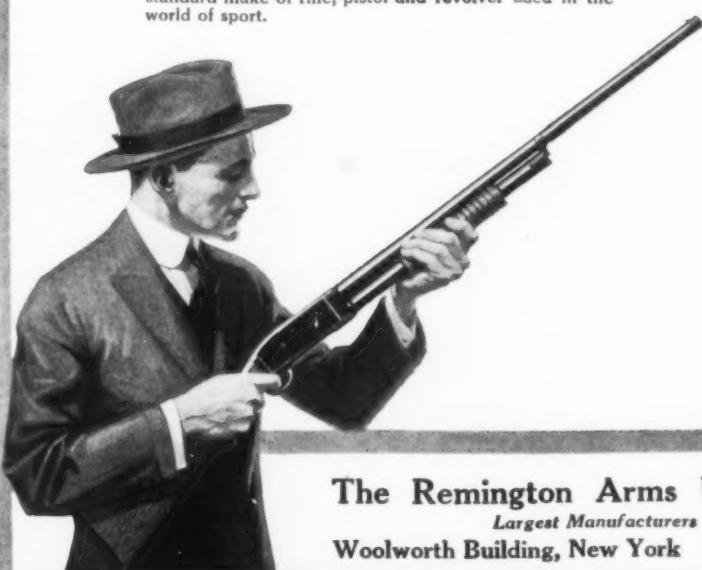


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**P. A. quality
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Hands out such go-to-it-again flavor and fragrance and satisfaction in a jimmy pipe or makin's cigarette without bite or parch that it keeps putting squad after squad of new smokers on the firing line and jams real and true delight into fresh corps of "regulars" day af ay!

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Albert's flavor beats all-hollow your pet dream of tobacco joy! Your tongue will signal "go-ahead-to-beat-the-band" because P. A. won't bite it any more than a wax doll! Bite and parch are *cut out of Prince Albert* by our exclusive patented process!

Prince Albert lets you-drill-mighty-deep into smoke-smiles, it's so friendly and cheery in a jimmy pipe or "home-rolled" cigarette! P. A. is your certain-sure-proof of the bang-up-happiness and content that can come via tobacco quality! For, Prince Albert hands you *nothing but quality!* We prefer to give you tobacco that smashes all smoke-rules-and-records and lets you take-a-smoke *without a comeback* fast as your smokeappetite shoots in a demand!

PLAY this Prince Albert smoke-tip like a thoroughbred—and, it's tobacco-joy-for-yours on a silver platter! Can't any more stop you having the pipe or makin's cigarette-sessions of your life with P. A. than you can put thirty days in February, and that's because you get quality when you buy P. A.! Coupons or premiums have never been given as an inducement to smoke P. A. We prefer to offer smokers quality!

No matter how long you've been on the trail of tobacco-that-hits-the-spot, *you quit now* while the year's young! For, with Prince Albert for a smoke-pal you've landed right, at last! You've hit ore! You've uncorked a mine of quality-smokings that'll keep you pleasure-puf-f-f-f-ing as long as the flowers bloom in springtime!

Your taste will flash a speed-o.k. that Prince

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